

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
16th December 2022 at 10:45am
Meeting to be held remotely via Zoom

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas.

1. Welcome from Chair
2. Apologies for absence
3. Conflicts or declarations of interest
4. Minutes of the last meeting and update on actions

Action

5. CPA Workplan and Planning **Confidential Appendix CPA 02/12/2022**
6. Projects Update: Vision, Rebrand and TAPR **Appendix CPA 03/12/2022**

Report

7. Pharmacy Communications and Media Work **Appendix CPA 04/12/2022**
8. Parliamentary Engagement and Public Affairs **Appendix CPA 05/12/2022**
9. Any other business

Subject	Projects Update: Vision, Rebrand and TAPR
Date of meeting	December 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary on progress on key projects with a communications focus or element
Proposed action(s)	To review and comment
Author(s) of the paper	Zoe Long and Melinda Mabbutt

Projects Update: Vision, Rebrand and TAPR

Introduction

Below is a summary of the progress made on several of PSNC's longer-term projects, including the project to develop a new vision and strategy for the sector and to rebrand PSNC.

Pharmacy Vision and strategy development

On 31st of October, we announced that PSNC had commissioned The King's Fund and The Nuffield Trust to develop a new vision and strategic options for community pharmacy. The launch comms consisted of a [news story](#) giving an overview and context to the Vision Project as well as a concerted push on social media using the #PharmacyVision hashtag.

Shortly after this, a [blog](#) from PSNC's CEO, Janet Morrison, about the Vision Project was published on the PSNC website. In addition to Janet's blog, a [blog](#) was also published from the Chief Executives of The Nuffield Trust, Nigel Edwards and the King's Fund, Richard Murray. In this blog the project leads described the opportunity to broaden the role of community pharmacy and to maximise its potential as a key part of primary care. They also referenced the various workstreams that will inform their final recommendations, such as discussions with those working in and with community pharmacy, examining the barriers that have previously hindered progress in the development of pharmacy services, and looking to align with other ambitions like the Royal Pharmaceutical Society's plans for pharmacy practice.

Having laid the groundwork for the Vision Project, we then announced the [opening of the initial consultation](#) for contractors, LPCs and others to submit their views on the future of the sector. The initial consultation took the form of a short online survey and we clearly stated in all our comms that this was to be the first chance within the Vision Project for individuals and organisations to share their thoughts with Nuffield Trust and The King's Fund. We continued to promote completion of the survey via our newsletters until the deadline on Friday 9th December and published a special newsletter for contractors summarising the progress made as part of the pharmacy vision workstream.

In order to encourage as many relevant people to take part in the initial consultation as possible, we also published a [blog](#) from Jay Patel, Executive Director at Day Lewis plc, PSNC Committee Member and Vision Steering Group Member, about why the consultation and the creation of a new vision for pharmacy matter. A similar [blog](#) was published from Reena Barai, owner of S.G. Barai Pharmacy, PSNC Committee Member, and Vision Steering Group Member, shortly before the deadline for the initial consultation. We likewise created an [infographic](#) to support the promotion of the vision consultation on social media and published a [summary briefing](#) and FAQs for contractors about the work along with creating a specific [webpage](#) housing all the information and resources related to the Vision Project.

Engagement events

In addition to the online survey, PSNC plans to host some online engagement events in January 2023. These will allow any contractors who would prefer not to submit a written consultation response to still input into this stage of the vision work. Details of how to register for these events will be published shortly.

PSNC's Contractor and LPC Support Team have also arranged for the LPC Members of the PSNC and LPC Integrated Care System (ICS) Early Adopter Area Working Group to have a group interview with representatives from Nuffield Trust and The King's Fund sometime before or shortly after the new year, to ensure that these people's unique perspectives are properly fed into the Vision work.

Community Pharmacy England rebranding exercise

In April 2023, PSNC will change its name to Community Pharmacy England, in line with the recommendation from the Pharmacy Review Steering Group (RSG).

In November, we announced the launch of a branding questionnaire to gather feedback from contractors, pharmacy teams and LPCs about what they think of PSNC as an organisation and what values they would like us to have in the future. The short questionnaire asked just nine multiple choice questions about PSNC's reputation, voice and values, with the deadline for completion Thursday 8th December. We made sure to continually promote this questionnaire via our contractor newsletter and on social media in order to ensure as high a completion rate as possible.

The questionnaire forms part of IE Brand's research phase of the project in which they have been reading a huge amount of material from and about PSNC, and also interviewing a small group of our key stakeholders. They will present the findings of this research phase to the team on December 15th so a verbal summary of some of the key points from this will be given at the CPA meeting for discussion.

Transforming Pharmacy Representation (TAPR) work programme

Following the September PSNC Committee Meeting, we published an [update](#) for contractors summarising the key outcomes from this meeting in relation to the TAPR work programme. In early November, we then published a progress report on the TAPR work along with a range of resources to help with contractor's understanding of TAPR, including:

- A [summary update](#) on the eight TAPR workstreams.
- A [briefing](#) outlining how PSNC plans to use the additional levies that will start to be directed to it from April next year onwards.
- A [timeline](#) for the TAPR programme.
- An [infographic](#) summarising the key workstreams of the TAPR programme.
- A [document](#) outlining the progress made to date against the RSG proposals.
- A special [TAPR Programme Update newsletter](#) for contractors summarising all the above.

Subcommittee Action

The subcommittee is asked to:

- Provide any feedback on the initial comms on the Vision and Strategy, and any ideas for engagement with contractors on it through 2022.
- Consider the summary of the rebrand findings (which will be given verbally) and provide any initial feedback.
- Consider how we can use the vision and rebranding projects to engage with MPs and others through 2023.
- Provide any feedback on the TAPR Communications and how we should continue to communicate about this in 2023.

Subject	Pharmacy Communications and Media Work
Date of meeting	December 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on PSNC's communications with contractors, pharmacy teams and LPCs, including our digital statistics reports, and a report of national and pharmacy media work.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Pharmacy Communications and Media Work

Introduction

This paper provides an update on work to communicate with community pharmacy contractors, pharmacy teams and LPCs. It also contains monthly statistics on PSNC's digital communications and an update on both trade and national media work.

Pharmacy pressures, influencing and funding

The team spent much of the autumn working to raise awareness of and increase the political pressure on Government about the funding and capacity pressures facing the sector. We have tried to communicate this progress to contractors and LPCs and now also to involve them in the campaigning work. Details of some of this are included in [Confidential Appendix CPA 02/12/2022](#) and [Appendix 05/12/2022](#).

Responding to contractor queries

We saw a significant increase in the number of emails and social media posts to PSNC from frustrated contractors. Whilst all were given individual replies, we also arranged an additional email to be sent from the PSNC CEO, recognising their plight but also urging them to help amplify PSNC's voice by contacting their MP. That email is replicated below and had a positive reaction from some of those who received it.

[BEGINS]

Dear Colleague,

PSNC is of course deeply aware of the funding crisis affecting the sector and is working hard to increase the pressure on Government Minister's to act now with an urgent funding uplift. I shall be meeting the Pharmacy Minister (accompanied by a number of business owners) before Christmas to forcefully put this message across.

In advance of that we would like to urge contractors like yourself to write to your MP outlining the severity of the funding pressures you are now facing and the impact it will have on patients if it continues. In those communications please can you ask your MPs to urgently take up their cause with Ministers, and also where possible raise it in MPs surgeries (if they have them). We know that Minister's notice when an issue is filling their postbag and take notice when MPs raise the issue directly with them as they are obliged to respond to each of them.

At PSNC we have upped our investment in influencing activities and will be working more closely with the sector umbrella bodies to take united action. We will also be working with LPCs to encourage contractors to contact their MPs.

I can see how difficult things are for pharmacy owners like yourself and for your staff and how frustrating it is to have been put in this situation by a deliberate Government and NHS decision to squeeze the sector dry. It is unacceptable for these pressures to continue – what's not good for pharmacies is not good for patients or the wider NHS. The Government needs to hear this message loud and clear – if the squeeze continues the consequences will be dire.

With kind regards and thanks,

Janet Morrison

[ENDS]

Government directing people to community pharmacy

In November, a Government sponsored campaign appeared across multiple national newspapers. This was part of some work aiming to help people understand what pharmacies do through interviews with pharmacists. We felt the timing was not helpful or appropriate. We made this clear to the Department of Health and Social Care (DHSC) when we first heard about the articles, and we responded to trade press queries accordingly in strong terms.

At the start of December, the Government once again began talking about 'Pharmacy First' as a solution to various problems, particularly to provide extra support during NHS strikes. We issued a [statement](#) categorically rejecting claims that pharmacies could be drafted in to help in this way as if they didn't have their own pressures, and re-emphasised the need for urgent funding for community pharmacy if the sector is to be expected to do more. The Health Secretary has continued to talk about Pharmacy First in Parliamentary debates and PSNC's line has been: "If they are ready to negotiate, so are we. But discussions will need to include consideration of the current very fragile state of the community pharmacy network and the need for additional funding."

Strep A, antibiotics and wider supply issues

As an increasing number of cases of invasive Group A streptococcal (iGAS) infections began being reported, PSNC began receiving an influx of queries from contractors and the press about antibiotics supply. We published an [update for pharmacy teams](#) outlining the situation and what PSNC has been doing in this area to protect contractors' interests. This was followed by a more detailed [update on the antibiotics supply situation](#) after a meeting with DHSC.

We also gave information to a large number of national journalists, and provided commentary which was featured in most of the resulting articles. Coverage initially focussed on significant increases in the prices of antibiotics being used to treat cases of Strep A, but as the press spoke to more pharmacists, the systemic issues around medicine supply and pricing in general was uncovered by many. This gave us an opportunity to brief some journalists on the funding crisis affecting the sector.

Pharmacy press queries

We continue to issue press statements and commentary on a regular basis. Recent topics we have been asked about include: changes in Government, PSNC's Vision, workforce issues, temporary closures, funding and negotiations, a Pharmacy First service, medicines supply and price concessions.

PSNC CEO Janet Morrison was interviewed by Pharmacy Magazine and The Pharmacist in late November. Pharmacy Magazine created a [special edition of their podcast](#) to broadcast the conversation they had about PSNC's work to develop a new vision and strategy for community pharmacy in England. Meanwhile, The Pharmacist requested an [interview with Janet about PSNC's plans](#) following the launch of our Four Point Plan, and we took this as an opportunity to promote not only our position on funding negotiations but also remind the sector about PSNC's Vision project.

National media work

Since the last subcommittee meeting, PSNC has been quoted or mentioned in the following places:

Publication	Title/brief description	Mention
Sky News	The real cost of a seasonal flu vaccine - with residents of coastal towns facing longest delays	Alastair Buxton quoted
Daily Mail	Unwanted prescription: They're a vital community lifeline for the vulnerable and elderly - but a THIRD of independent chemists are at risk of closing within two years	Janet Morrison quoted

Daily Mail	<u>What YOU can do to save your local pharmacy from extinction: Some 670 of these often family-run businesses have had to close since 2015 so we want your voice to be heard to save these vital services</u>	Zoe Long quoted
The Telegraph	<u>Pharmacies drafted in to break NHS strike: Chemists could be given powers to hand out antibiotics as health workers walk off the job</u>	PSNC figures used
iNews	<u>NHS strikes: Pharmacists refuse to take on more work for free to ease winter burden during industrial action</u>	Janet Morrison quoted
The Independent	<u>Pharmacists pour cold water on 'Government plans to use them during NHS strikes'</u>	Janet Morrison quoted
The Evening Standard	<u>Pharmacists pour cold water on 'Government plans to use them during NHS strikes'</u>	Janet Morrison quoted
Express and Star	<u>Pharmacists pour cold water on 'Government plans to use them during NHS strikes'</u>	Janet Morrison quoted
The Spectator	<u>Letting pharmacists prescribe would ease the strain on the NHS</u>	PSNC figures used
Sky News (TV)	<u>Janet Morrison appearance talking about pharmacy pressures and antibiotics shortage</u>	Janet Morrison interviewed
Mail Online	<u>Price of liquid penicillin to fight Strep A is hiked by FOUR TIMES as supplies run out... Worried parents scramble for pills they can crush up - but have to get a prescription from their doctor</u>	Janet Morrison quoted
The Sunday Times	<u>Prices soar for antibiotics as desperate parents search for strep A medicine</u>	Janet Morrison quoted
Financial Times	<u>UK pharmacies say they are being forced to dispense Strep A antibiotics at a loss</u>	Janet Morrison quoted
Sky News	<u>Local pharmacies 'close to the edge' as nurses strike adds pressure and funding remains limited</u>	PSNC figures used
The Evening Standard	<u>Strep A: Pharmacies still facing 'serious issues' with antibiotic supply</u>	Janet Morrison quoted
BBC Radio 4 Today Programme	<u>Janet Morrison appearance talking about pharmacy pressures and antibiotics shortage</u>	Janet Morrison interviewed
The Sun	<u>Full list of antibiotics out of stock as Strep A outbreak spreads and 16 kids die</u>	PSNC mentioned
GP Online	<u>Drug shortages hit new peak and add to pressure on GP practices</u>	Janet Morrison quoted
CNBC	<u>Antibiotics prices surge in UK amid Strep A outbreak, leaving drugstores 'footing the bill'</u>	Janet Morrison quoted

Below summarises some of the key conversations the PSNC Communications Team has had with various national publications.

Sky News: After we identified inaccuracies in a story they had written about pharmacy flu vaccinations, we got in touch. This led to not only a correction but also the addition of a comment from PSNC's Director of NHS Services Alastair Buxton. The following month they became interested in our Four Point Plan and Janet Morrison gave a broadcast interview about pharmacy pressures.

Further details of our recent press activity associated with the antibiotics supply situation was highlighted to contractors in a [news article on the PSNC website](#).

Working with other teams

The PSNC Communications Team supported others with the following:

- Supported the Services Team with updating the PSNC guidance and webpage on [Electronic Repeat Dispensing](#) (ERD) and working with them published a [reminder](#) for contractors concerning flu vaccine administration and QIVe.
- Helped the Funding Team to provide a detailed [update](#) for contractors about the planned transitional payment adjustments.

LPC Communications and Support

PSNC's Communications Team continues to work closely with the Contractor and LPC Support Team. Here is a round-up of joint work to communicate to LPCs in recent months.

LPC News

The Contractor and LPC Support Team at PSNC produces a monthly newsletter for LPC Chief Officers and their teams. Information on the open and click rate for the latest editions of LPC news is included below.

Date	Day	Time	Subject	Opens	Clicks	Clicks to opens
26/10/22	Wed	16.29	LPC News: October	52.2%	16.8%	32.2%
28/11/22	Mon	17.00	LPC News: November	48.0%	2.9%	6.0%

Updates to the LPC Members' Area

In recent months the following additions have been made to the LPC Members' Area:

- The [Running an LPC](#) page of the LPC Members' Area has been updated to include more information about the employment law advice portal commissioned in September 2022 by PSNC for LPCs as well as an overview of the two exclusive packages of HR and employment law support being offered to LPCs by Clyde and Co. LLP to augment the core support commissioned by PSNC.
- The [LPC Finances](#) page has been updated and now includes information on the revised LPC levy, including an LPC explainer about the changes to the levy.
- The [LPC Transformation Toolkit](#) has been updated and contains a host of new resources for LPCs including: a template notice for LPCs to use to call a Special General Meeting (SGM) of contractors to amend the LPC constitution, revised email and postal voting papers for accepting or rejecting the changes to the LPC constitution (for both CCA and non CCA use), a draft meeting agenda to help LPCs with SGM planning and an overview document of the main changes to the LPC model constitution, which includes space for LPCs to add relevant information on any local changes.
- The final version of the [LPC model constitution and rules](#) has been published in the LPC Members' Area of the PSNC website. In addition to publishing a clean version of the updated LPC model constitution, two other versions of this document have also been published: one with the changes that have been made clearly highlighted for LPCs and another with these changes tracked.

PSNC digital communications report (full report overleaf)

October: Price concessions was a popular topic this month as was the Pharmacy Quality Scheme and several of the medicine supply notifications published on the PSNC website. Our largest peak in

website numbers was on the 10th October, the day PSNC published a story about the Pharmacy Quality Scheme respiratory domain requirements.

November: The most popular topic this month was price concessions, which is unsurprising given the amount we have been hearing from contractors concerning medicines prices. Our largest peak in website numbers this month was at the end of the month on 30th November, the day PSNC announced the expiry of several HRT SSPs.

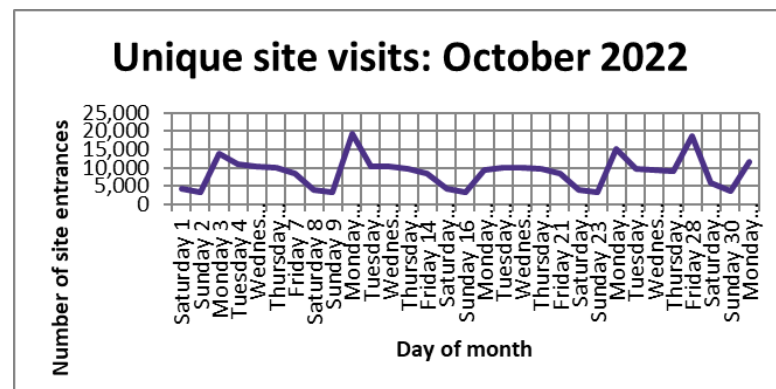
Conclusion

This paper has been created just for review; no action is required. However, we would welcome feedback or questions on any of the above from subcommittee members.

October 2022 digital communications report

PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	272,144
Number of unique pageviews	403,743



Most popular

Pages	Views
Price Concessions	55,975
Serious Shortage Protocols	20,910
Pharmacy Quality Scheme	14,824
Flu vaccination: consent, record keeping & data requirements	9,767
Controlled Drug prescription forms and validity	6,725

News stories	Date	Views
Supply Notice: Semaglutide 1mg/0.74ml solution for injection 3ml pre-filled disposable device	30 Sept	5,484
Supply Notice: Temazepam 10mg and 20mg tablets	15 Sept	4,433
CPCF arrangements for 2022/23 and 2023/24 agreed	22 Sept	3,709
PQS: Publication of further details on 2022/23 Scheme	5 Oct	3,022
Making a start on the new PQS 2022/23	22 Sept	2,720

PSNC Briefings	Views
PQS – Summary of the training requirements for 2022/23 Scheme	4,197
PQS 2022/23 Action and Evidence Portfolio Workbook	1,153
Reducing the climate change impact of inhalers: environmentally safe disposal	1,035
Guidance on 2022/23 Seasonal Influenza Vaccination Advanced Service	667
Briefing for general practice teams – changes to the NHS community pharmacy contract in 2022/23	344

Webinars/videos (last 30 days from production of this report)	Plays
NHS Digital Weight Management Programme demo referral video	45,451
PSNC PQS digital guide 2022-23	1,266
GP CPCS animation	1,260
Future of pharmacy animation	500
Value of pharmacy animation	340

PSNC Newsletter

	Opens	Clicks	Clicks to opens
Averages each month	37.6%	4.26%	10.69%

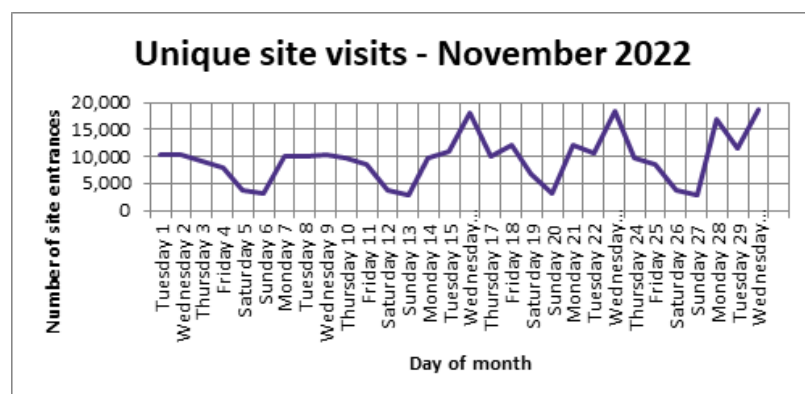
Social Media

	Current month
Twitter reach	38,202
Twitter interactions	2,112
Facebook reach	2,349
Facebook interactions	331
LinkedIn reach	7,927
LinkedIn interactions	57

November 2022 digital communications report

PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	284,038
Number of unique pageviews	418,361



Most popular

Pages	Views
Price Concessions	79,452
Pharmacy Quality Scheme	19,985
Serious Shortage Protocols (SSPs)	8,992
Controlled Drug prescription forms and validity	7,048
New Medicine Service (NMS)	6,620

News stories	Date	Views
Mandatory National Audit Announced	14 Nov	4,158
Medicine Supply Notification: Temazepam	15 Sept	4,021
Transitional Payment adjustments & new Flat Payment	28 Oct	3,333
CPCF arrangements for 2022/23 & 2023/24 agreed	22 Sept	3,077
Making a start on the new Pharmacy Quality Scheme	22 Sept	2,691

PSNC Briefings	Views
Summary of the training requirements for the 2022/23 PQS	5,931
PQS 2022/23 Action and Evidence Portfolio Workbook	1,263
CPCF Services, PQS & Terms of Service: Important dates & checklist	1,206
Reducing the climate change impact of inhalers: environmentally safe disposal	1,160
Reducing the climate change impact of inhalers: environmentally safe disposal: Version 2	340

Webinars/videos (last 30 days from collation of this report)	Plays
NHS digital weight management programme – demo referral video	43,515
PSNC PQS digital guide 2022/23 with recording	1,315
GP CPCS animation	1,167
Future of pharmacy animation	396
Value of pharmacy animation	369

PSNC Newsletter

	Opens	Clicks	Clicks to opens
Averages each month	39.15%	7.03%	13.86%

Social Media

	Current month
Twitter reach	49,874
Twitter interactions	2,919
Facebook reach	486
Facebook interactions	36
LinkedIn reach	3,170
LinkedIn interactions	10

Subject	Parliamentary Engagement and Public Affairs
Date of meeting	December 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of PSNC's Parliamentary engagement work since the last subcommittee meeting.
Proposed action(s)	None
Author(s) of the paper	George Foote

Parliamentary Engagement and Public Affairs

This paper presents an overview of parliamentary engagement and public affairs work since the last subcommittee meeting.

Ministerial appointments

October saw changes in Government and, as ever, PSNC was asked to provide statements on the appointment of Rishi Sunak as Prime Minister and the re-appointment of Steve Barclay as Secretary of State for Health and Social Care. We published a [news story](#) accordingly, including a statement from PSNC CEO Janet Morrison. Similarly, once Neil O'Brien had been confirmed as the new Pharmacy Minister, PSNC published another [news story](#).

Finally, we published a [statement](#) in response to former Pharmacy Minister Steve Brine's appointment as Chair of the influential Health and Social Care Select Committee.

Pharmacy pressures, influencing and funding

Following the Autumn Statement, which made no mention of the desperate plight of England's pharmacies, we published a [response](#) calling for urgent investment in the sector. This was followed by [details of a briefing session](#) held by the Pharmacy All-Party Parliamentary Group (APPG) in Westminster Hall and a [news story](#) on Baroness Cumberlege's speech in the House of Lords in later November, which focused on pharmacy pressures. All of this was brought together in [comms](#) announcing the launch of our Four Point Plan for the future of the sector.

APPG for pharmacy

Taiwo Owatemi MP was elected the Chair of the APPG in the [AGM](#) on the 1st November. The following MPs were also elected as vice-chairs/officers of the group:

- **Vice-Chair:** Lord Clement-Jones
- **Vice-Chair:** Baroness Meacher
- **Vice-Chair:** Sir George Howarth, Labour MP for Knowsley
- **Vice-Chair:** Derek Thomas, Conservative MP for St Ives
- **Vice-Chair:** Peter Dowd, Labour MP for Bootle
- **Officer:** Elliot Colburn, Conservative MP for Carshalton and Wallington

Following the AGM, PSNC Chief Executive Janet Morrison OBE took part in a briefing session. Alongside representatives from AIM, CCA, NPA and RPS, Janet briefed a group of 18 Parliamentarians on the support the sector needs to unlock the full potential of community pharmacy. She conveyed to MPs the severe financial and capacity pressures that the sector is experiencing, highlighting the fact that, despite an increase in the number of patient consultations taking place in pharmacy, the sector has had a real terms funding cut since 2016. She also highlighted the pressures that high energy and staff costs as well as high inflation are having on contractors, who unlike virtually every other business, are not able to pass on these costs to their customers.

Ministerial communications

PSNC Chief Executive Janet Morrison has written to the Prime Minister, Chancellor, Health Secretary and the Pharmacy Minister. Each letter centred around the current unsustainable and critical pressures that the sector is facing, each with a slightly different emphasis, as appropriate.

The CEO has now also met with the Pharmacy Minister as reported to the Committee in the evening update on 13th December 2022.

PSNC also supported contractors and the LPC ahead of a meeting with the Health Secretary, in his capacity as constituency MP.

MP meetings

Steve Double MP:

PSNC took part in a meeting between Steve and representatives from his LPC. We talked though the national pressures affecting the sector.

Paul Holmes MP:

PSNC took part in a meeting between Paul and representatives from his LPC. We talked though the national pressures affecting the sector.

Health policy advisor to the Shadow Health Secretary

PSNC met with Wes Streeting's policy advisor, Tom Gardiner. We underlined the severe challenges facing the sector and offered to provide any ongoing support that is required to the Shadow health team. Since then we have also briefed Feryal Clark's team on the critical pressures facing the sector.

PSNC parliamentary event

Almost 40 MPs and peers attended our parliamentary [drop-in event](#). The event lasted for two hours, during which MPs had the opportunity to drop-in and have their blood pressure measured by pharmacists with experience of working on the front-line and were briefed on the urgent need for action to address the pressures on the sector. At the event, we also launched our four-point plan to secure the future of the sector, an outline of the four-point plan is below:

1. **Resolve the funding squeeze:** Community pharmacy needs an immediate funding uplift to prevent large-scale pharmacy closures, as well as emergency business relief to get through this winter.
2. **Tackle regulatory and other burdens:** Pharmacies must be protected from medicines market shocks, supported to help them weather the workforce crisis, helped to free up capacity and freed from red tape that does not enhance patient care.
3. **Help pharmacies to expand their role in primary care:** Pharmacies could do more to support the delivery of primary care for example through offering clinical services for long-term conditions – like hypertension, diabetes and respiratory disease, supporting people to adopt healthier lifestyles and prevent the development of long-term conditions, medicines optimisation, and a much wider variety of NHS vaccinations.
4. **Commission a Pharmacy First service:** A fully funded pharmacy service that allows patients to have walk-in consultations for minor conditions would provide accessible care and ease pressure on general practice.

Supporting LPCs

To support our influencing work we have developed a [range of resources](#) to help contractors and LPCs to influence MPs and other key political targets in line with our national messages. These include briefings to explain the current situation and guidance on writing to MPs and hosting MP visits. The resources align with our national priorities and messaging. In particular, PSNC is encouraging contractors and LPCs to write to their MPs outlining the severity of the funding pressures the sector is now facing and the impact it will have on patients if it continues.

MP briefings

As part of this package of resources we have developed several MP briefings including a [pressures briefing](#): Patient Services Under Critical Pressure, as well as a Pharmacy First and a closures briefing. We will continue to distribute these briefings to our key target MPs, as well as to suggest what action they can take to support the sector.

Next Steps

- January 2023: APPG will publish a manifesto detailing recommendations for the future of community pharmacy in the wake of COVID.
- Ongoing: we aim to support LPCs with further resources over the coming weeks and months.

Conclusion

This paper has been created just for review; no action is required. However, we would welcome feedback or questions on any of the above from subcommittee members.