

Frequently Asked Questions

Community Pharmacy England is the new name for the representative body for all community pharmacies in England. In this document we answer some Frequently Asked Questions about our new name and visual identity.

Q. Who is Community Pharmacy England?

A. [Community Pharmacy England](#) is the representative body for all community pharmacy owners in England. We have a clear purpose to champion community pharmacies across the country – representing our members and giving them the support they need, negotiating the best deals with the Government and NHS, and influencing positive change. We represent pharmacy owners' (our members') concerns, unite the sector, offer support and work hard to protect the pharmacy services that so many people rely on. We represent community pharmacy businesses of all sizes in England and are responsible for negotiating the NHS Community Pharmacy Contractual Framework (CPCF) under which all community pharmacies operate. Community Pharmacy England is the operating name of the Pharmaceutical Services Negotiating Committee (PSNC).

Q. Why have you changed your name to Community Pharmacy England?

A. Community pharmacies are under immense pressures and need a strong and powerful voice to represent them to Government and the NHS. Our new name and branding have been designed to help in this role by being more impactful and authoritative.

As part of the rebranding process we listened to pharmacy owners (our members), LPCs and others to understand what Community Pharmacy England needs to be, and what it needs to do. The name Community Pharmacy England better reflects the breadth of work that we do to both represent and support community pharmacies in England. We are their champion.

The rebrand is part of our wider [Transforming Pharmacy Representation \(TAPR\) work programme](#). It also signals the start of our new engagement strategy which we have developed to help us to build stronger relationships with pharmacy owners.

Becoming Community Pharmacy England is much more than a name change or a new logo, it is a driver for cultural change across our organisation. Our members want us to be more authoritative, representative, and influential, and rebranding gives us a clearer and stronger voice, helping us to better speak out for community pharmacy.

Taken together with our wider TAPR work programme – which includes a governance review, the development of a new strategic vision and other steps to strengthen our negotiating capacity – these branding and wider changes will help us to be a more powerful voice for pharmacy, listening to you and influencing more effectively on your behalf.

Q. Why have you rebranded now?

A. The renaming of PSNC was recommended by both the independent Wright Review and by the Review Steering Group whose proposals the sector voted in favour of in the summer of 2022. Following that vote, PSNC launched its [TAPR work programme](#) with a plan to implement the necessary changes at PSNC. Progress has been made on many of the changes and in line with the TAPR workplan we have been working to rename to Community Pharmacy England as soon as possible, while taking the time needed to engage with the sector through the process (via surveys, interviews and workshops) and to ensure the new branding is as impactful as possible and that is accompanied by a step-change in our engagement with the people we represent.

Q. Will I notice any difference between Community Pharmacy England and PSNC?

A. Yes. We have been working on the changes set out in our TAPR workplan for many months and have already made significant progress on increasing our influencing capacity, developing our strategic vision work, and supporting LPCs. We have also developed a new approach to how we communicate and engage with our members and this rebranding will signal the start of that new approach.

In the coming weeks you will see more ways to engage with us such as through a regular schedule of events and opportunities to share your thoughts and input to Committee Meetings. We will share more updates and ensure we provide members with opportunities to learn more about our negotiations, pharmacy funding and much more. Our members will also start to hear more from all our Committee Members, who are also pharmacy owners, like them.

There are several other changes that you will notice such as our brand colours, fonts, photography, videos, animations, and corporate documents. These have all been designed to make Community Pharmacy England as impactful and authoritative as possible, so we can more powerfully represent the sector. Visit [our website](#) to see more.

Q. Why are you now calling pharmacy owners ‘members’?

A. We no longer want to refer to pharmacy owners and contractors with terms that are purely transactional and imply one-way dialogue. We want you, as pharmacy owners, to feel that you are at the heart of everything that Community Pharmacy England does and that we are listening to your views and voice. Changing how we talk to you is just one of the steps we are taking to try to strengthen our connection with everyone in community pharmacy.

Q. How was the new branding decided on?

A. The new branding was shaped with input from pharmacy owners and LPCs whose views we sought via surveys, interviews and workshops. We worked with branding experts to ensure we could achieve a new brand that ensures community pharmacy is taken even more seriously right up to the highest levels. You can see more about how our logo was designed in an [infographic on this page of our website](#).

The full PSNC Committee oversaw this process and also the development of the new communications and engagement strategy that sits alongside it. We have also worked with LPCs, via a Task and Finish Group, on an associated local branding template for their use.

Q. Did you consult with the sector on the process?

The independent Wright Review which first recommended the name change to Community Pharmacy England included a research phase which told us much about what we were doing right and wrong, and what people wanted from us in the future. The Review Steering Group concurred with this recommendation, and the sector voted in favour of their proposals.

We have also listened to pharmacy owners (our members), LPCs and wider stakeholders as part of this rebranding process to understand even more what Community Pharmacy England needs to be, and what it needs to do. Interviews and workshops, as well as a survey, through the process have both informed and sense-checked the new branding and our engagement plans, and this consultative process is continuing now with a [further survey](#).

Q. What did your sector research find?

A. Our brand agency undertook a range of research about PSNC in late 2022, including a thorough review of communications and planning outputs, workshops with staff and Committee Members, interviews with key stakeholders including pharmacy owners and LPCs, and a survey of pharmacy owners.

The research found that we had knowledge, strong sector communications, and reliable information, but there was disappointment around negotiating a good contract, being too comfortable, a lack of transparent consultation, a failure to prioritise asks and lack of strategic thinking. Our branding was also found to be outdated and confused.

Some people felt that we were seen as accurate, collaborative, serious, steadfast and thorough and others described us as dedicated, evidence-based, seeking collaboration, and thoughtful. But many felt we were closed to new ideas, aloof, antagonistic, too reactive and our approach to negotiations was too submissive. Many felt that we needed to be more collaborative, assertive, evidence-based, faster moving and having more situational awareness.

Survey respondents were asked to rate which of seven values they would most like Community Pharmacy England to have in the future and these were ranked as follows:

- 1st = Assertive and proactive
- 3rd = Collaborative and knowledgeable
- 5th Transparent

- 6th Open-minded
- 7th Respectful

We and our branding experts have taken all of this into account in both the development of the new branding and Community Pharmacy England's wider work and strategies.

Q. Was the rebrand process expensive and how did you choose a provider?

A. We chose to work with [IE Brand & Digital](#) following a competitive tender process in which we compared a number of branding agencies experienced in working with small professional organisations and charities. PSNC executive staff and a Committee Member were involved in that tender process. We worked to keep costs as low as possible while also spending enough to ensure that we could consult with the sector properly and that a professional job could be done.

The costs for the TAPR work programme in 2022/23 were approved by the PSNC Committee and came from PSNC reserves. The cost for the rebrand has included all of the sector research which has informed this and wider projects, the development of the brand and digital identity, and the development of template local branding for LPCs to use. This is the first time in many years that PSNC had spent money to seek professional input into its branding.

Q. How will you measure the value of the rebrand and whether it has been a success?

A. The rebranding is part of our wider [TAPR work programme](#), the progress of which is being overseen by the full Committee. As part of assessing the success of our brand and other engagement work, we will be more regularly surveying and asking our members what they think of us. This will be alongside our ongoing monitoring of mentions in Parliament and the media, and engagement with all our communications channels. KPIs and wider success monitoring are also being considered in our governance review which has just been launched.

Q. Why have you also developed local branding for LPCs to use and how was this developed? Will all LPCs use the local branding?

A. Collaboration and building unity across community pharmacy is at the heart of our TAPR workplan and plans for the future. We strongly believe that we can be more powerful as a sector if we work together to champion community pharmacies. We have been working for some time to collaborate more closely with LPCs and having shared branding with them will help to build that sense of unity, as well as sending a clear signal to NHS and Government that we are a united voice representing community pharmacies.

LPCs won't have to use the new branding but we hope that many of them will choose to do so. We developed their local branding with the help of a Task and Finish Group of LPC Chief Officers and Chairs which oversaw and fed into the design process. The LPC template branding has been designed to align with the Community Pharmacy England brand, while having some distinctive colouring which connects LPCs to the NHS. It will be available for LPCs in June.

Q. I don't like the logo – how was it designed?

A. The logo was designed with the help of experts at [IE Brand & Digital](#). Please see our [infographic on this page](#) which provides more details on how the logo was developed. The

designers considered a range of factors, including looking closely at other brands within the pharmacy and healthcare space, and then came up with designs that reflected our core objectives such as being more impactful and authoritative, but also more collaborative.

Q. Is rebranding worth all the effort?

A. Rebranding is always an exercise that some people will question the value of, but branding can be extremely powerful in helping you to engage with your key audiences and deliver on your goals. We have heard from the sector that we need to be a more authoritative and influential representative body and this branding has been designed to help to us to do so. The rebranding exercise has also given us a chance to listen to our members and the wider sector about what they want from us, which we believe has been time very well spent. The feedback we have gained from that exercise has fed into much of our wider work, going well beyond the rebranding.

Q. What difference will your new communications and engagement strategy make?

A. In the coming weeks you will see more ways to engage with us such as through a regular schedule of events and opportunities to share your thoughts and input to Committee Meetings. We will share more updates and ensure we provide members with opportunities to learn more about our negotiations, pharmacy funding and much more. Our members will also start to hear more from all our Committee Members, who are also pharmacy owners, like them.

Pharmacy owners are at the heart of all our work and we want to better connect with you, to listen to your views and to allow you to engage with and input into our work. We hope that in time this will give you the confidence that Community Pharmacy England is a powerful voice and advocate for you, and we hope that by working together across the whole community pharmacy sector we can together build a better future for community pharmacy.

Q. How do I contact and share my views with Community Pharmacy England?

A. You can contact Community Pharmacy England at any time. Visit our [Contact Us](#) page. You can also take part in our surveys and engagement events, and interact with us via any of our social media channels.

Q. My website links to a page on the PSNC website – do I need to change the link?

A. We have redirects in place to ensure people can still get to the right information, so there should be no need to make changes if your website links to a page on the PSNC website – it should now automatically direct people to equivalent page on cpe.org.uk

If you have any queries or require more information, please contact

comms.team@cpe.org.uk