



Communications and Public Affairs Subcommittee Agenda

Date: Friday 14th July 2023

Start time: 10.30am – 12.00pm

Location: Online

Note: This agenda has been redacted to protect items of a confidential nature.

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, 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. Subcommittee Workplan **Appendix CPA 02/07/2023**
6. Outputs from Committee Meeting: Messaging and Actions **Confidential Appendix CPA 03/07/2023**
7. Vision: Reflections and Community Pharmacy England Response **Appendix CPA 04/07/2023**
8. Communications and Engagement Strategy Update **Appendix CPA 05/07/2023**

Report

9. Pharmacy Communications and Engagement **Appendix CPA 06/07/2023**
10. Public Affairs and Influencing **Appendix CPA 07/07/2023**
11. Any other business



Appendix CPA 02/07/2023

Subcommittee Workplan

This workplan forms part of the wider plan and priorities for Community Pharmacy England (the new operating name for PSNC) in 2023/24 (set out in the RDF November 2022 agenda, with the main objectives summarised below) and covers the elements of activity which will be undertaken by the Communications and Public Affairs Team.

The workplan aims to reflect the major areas of work, rather than picking up on all individual elements of work which will be undertaken, including some of the business-as-usual activities.

Updates on progress made in implementing the various elements of the workplan are noted below in table 2. Updates on key projects are also included in the papers within this agenda and as part of the main TAPR update paper.

CPE Objectives (Table 1)

Workplan 2023/24			
Communications and Public Affairs team			
Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services			
1.1	Supporting all Ministerial correspondence	Ongoing	ZL
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM
1.4	Public affairs work as set out in objective 2	Ongoing	
Objective 2: Laying the groundwork for the next CPCF			
2.1	Delivery of sector engagement plans for first and second consultations on vision	January/March/April	ZL/JM/MM



2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM
2.4	Preparation of public affairs and engagement strategy	January/February	ZL
2.5	Targeted MP/Peer pharmacy visits campaign	January/February/March	ZL/GF
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ul style="list-style-type: none"> ▪ Pressures Survey (April) ▪ Vision outputs (Summer) ▪ Winter pressures – possible polling or temp/permanent closures data (Autumn) ▪ Strategy and our negotiation asks (Winter) 	Ongoing	ZL/GF/AW
2.7	Supporting the APPG to reinforce our key messaging	Ongoing	ZL/GF
2.8	Party conference events to engage with key stakeholders on vision	September/October	ZL/GF
2.9	Further round of target MP visits or meetings	Autumn	ZL/GF
2.10	Mapping of programme of healthcare events to support influencing work	January/February	GF
2.11	Maintenance of updated stakeholder list	Ongoing	GF
2.12	Development and delivery of wider stakeholder engagement plan on PSNC strategy	Autumn	ZL/JM/GF
Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability			
4.1	Contractor/LPC survey on engagement and communications	January/February	ZL/MM/AW/JG
4.2	Develop plan for renewed contractor engagement – including events and consideration of role of PSNC Members (alongside governance review)	March/April	ZL/GH/JW
4.3	Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT
4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW/JG
4.6	Agree core messaging and visual identity for CPE	March	ZL
4.7	Apply new branding to all communications materials including website	March/April	ZL/MM/AW/JG
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW/JG



4.9	Implementation of new brand to all stakeholders	Ongoing – already started	ZL
Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors			
5.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW
Objective 6: Representing community pharmacy's interests with Government and the NHS across a broad range of issues from the development of services, to regulatory and legislative issues			
6.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF
6.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW
Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs			
7.1	Prepare communications on key events (negotiations, contractual updates etc.)	Ongoing	ZL/MM/AW
7.2	Produce regular schedule of proactive communications to contractors including on: <ul style="list-style-type: none"> 1. Vision & Strategy (including consultation in March/April and launch in June) 2. Rebrand (launch in April) 3. Pressures Survey (February, then results in April) 4. Economic review (ongoing) 5. Contractual requirements (ongoing) 	Ongoing	ZL/MM/AW
7.3	Plan schedule of proactive pharmacy press work/briefings	April	MM/AW
7.4	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April onwards	ZL/JW/SB
7.5	As in 4.1, 4.5 above: Contractor/LPC survey on engagement and communications Implement plans for contractor engagement and transparency		



Progress Update (Table 2)

Workplan 2023/24				
Communications and Public Affairs team				Progress
Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services				
1.1	Supporting all Ministerial correspondence	Ongoing	ZL	Complete Complete – survey on Pharmacy First carried out and published
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT	
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM	
1.4	Public affairs work as set out in objective 2	Ongoing		
Objective 2: Laying the groundwork for the next CPCF				
2.1	Delivery of sector engagement plans for first and second consultations on vision	January/March/April	ZL/JM/MM	Second consultation period in July, with webinar being scheduled Engagement being planned – launch event booked in House of Lords
2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF	
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM	
2.4	Preparation of public affairs and engagement strategy	January/February	ZL	Complete, and being monitored by CPA
2.5	Targeted MP/Peer pharmacy visits campaign	January/Feb/March	ZL/GF	Some visits completed, briefings being updated for summer/autumn visits Pressures Survey and Recovery Plan briefings completed. Summer briefing on general pressures and medicines supply being developed.
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ol style="list-style-type: none"> 1. Pressures Survey (April) 2. Vision outputs (Summer) 3. Winter pressures – possible polling or temp/permanent closures data (Autumn) 	Ongoing	ZL/GF/AW	



	4. Strategy and our negotiation asks (Winter)			
2.7	Supporting the APPG to reinforce our key messaging	Ongoing	ZL/GF	Ten Things event coming in July including key messaging on financial pressures Events being planned
2.8	Party conference events to engage with key stakeholders on vision	September/October	ZL/GF	
2.9	Further round of target MP visits or meetings	Autumn	ZL/GF	Briefings being updated for summer/autumn visits
2.10	Mapping of programme of healthcare events to support influencing work	January/February	GF	Complete
2.11	Maintenance of updated stakeholder list	Ongoing	GF	Ongoing
2.12	Development and delivery of wider stakeholder engagement plan on PSNC strategy	Autumn	ZL/JM/GF	
Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability				
4.1	Contractor/LPC survey on engagement and communications	January/February	ZL/MM/AW/JG	Complete – results in Communications and Engagement Strategy Update Strategy completed and reviewed by Committee in March
4.2	Develop plan for renewed contractor engagement – including events and consideration of role of PSNC Members (alongside governance review)	March/April	ZL/GH/JW	
4.3	Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH	Governance review has started
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT	Joint Save Our Pharmacies campaign launched



4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW	Underway – see Communications and Engagement Strategy Update
4.6	Agree core messaging and visual identity for CPE	March	ZL	Complete
4.7	Apply new branding to all communications materials including website	March/April	ZL/MM/AW	Complete
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW	Complete – LPCs now have access to the new local partner branding, inc resources
4.9	Implementation of new brand to all stakeholders	Ongoing – already started	ZL	Complete
Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors				
5.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF	
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW	Continuing to help policy leads as and when required
Objective 6: Representing community pharmacy's interests with Government and the NHS across a broad range of issues from the development of services, to regulatory and legislative issues				
6.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF	Response to Health Select Committee pharmacy inquiry being drafted
6.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW	Continuing to help policy leads as and when required
Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs				
7.1	Prepare communications on key events (negotiations, contractual updates etc.)	Ongoing	ZL/MM/AW/SB	Work continues – see Pharmacy Communications report paper



7.2	<p>Produce regular schedule of proactive communications to contractors including on:</p> <ol style="list-style-type: none"> 1. Vision & Strategy (including consultation in March/April and launch in June) 2. Rebrand (launch in April) 3. Pressures Survey (February, then results in April) 4. Economic review (ongoing) 5. Contractual requirements (ongoing) 	Ongoing	ZL/MM/AW	<p>Vision comms around 2nd consultation launch including webinar in July Rebrand announcement, briefing, infographic and animations released Pressures Survey published</p>
7.3	Plan schedule of proactive pharmacy press work/briefings	April	MM/AW	<p>Considering plans for briefing pharmacy press in light of rebrand and negotiations Slides and summary produced after April meeting</p>
7.4	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April onwards	ZL/JW	
7.5	<p>As in 4.1, 4.5 above: Contractor/LPC survey on engagement and communications Implement plans for contractor engagement and transparency</p>			



Further Actions

Much of our Communications and Public Affairs work is driven by Government and NHS policy and the wider environment in which community pharmacies operate. All workplans will be reviewed together in the autumn, but we have identified some significant additional short-term actions coming out of the Government’s Primary Care Access Plan, as follows:

Communications and Public Affairs Activities linked to the Primary Care Access Plan				
1.1	React/respond to Access Plan	May	ZL/JM	Reaction published to the sector and MPs emailed. Broad position was to welcome the investment, but caution that it will not solve all pharmacy’s problems.
1.2	Reassess Save Our Pharmacies campaign in light of plan, and relaunch campaign	Relaunch by autumn	ZL/MM/AW/GF	Had initial discussions with the other pharmacy bodies with a further meeting planned for July. We hope to publish and get media coverage of the patient petition soon and are planning further activities.
1.3	Communicate negotiations outcome	Pending negotiations	ZL	We will issue full sector comms and hold a webinar on the negotiations outcome.
1.4	Prepare for launch of new CCS	Pending negotiations	ZL/AW/GF	We are preparing lines, hopefully to be joint with other pharmacy bodies, to help the service to land with the public. NHS England are working on comms to tackle any concerns about the service.



In addition to these, we can expect further actions to be needed through the autumn and beyond on the next round of CPCF negotiations, and also as Community Pharmacy England develops its strategy following publication of the community pharmacy vision by Nuffield Trust and The King's Fund. Other political or wider events may also have an impact.

Subcommittee action

The Subcommittee is asked to review the workplan and progress to date.



Appendix CPA 04/07/2023

Vision: Reflections and Community Pharmacy England Response

Introduction

The Vision for Community Pharmacy that we commissioned from Nuffield Trust and The King's Fund is now due to be published in September 2023. The vision will be important in helping us to further lay the groundwork for negotiations on the future CPCF, and to develop future strategy and workplans as Community Pharmacy England. Its publication will give us an opportunity to reach well beyond the sector, showing external support for community pharmacy and its potential as we look to influence policy-makers.

We hope the public launch of the vision will bring community pharmacy together and the further consultation period with the sector through July should help with that. But the primary goal of this work has always been to influence external stakeholders, for whom much of the content will be less familiar. The vision is important in giving external, expert endorsement of many of the things that forward-thinking pharmacy owners want to do to play their part as clinical service providers, and of the barriers and enablers needed to make that happen – not just funding but also workforce, digital and estate.

The full report and executive summary from Nuffield Trust and The King's Fund will be included with the full Committee Papers. We have also set out some of the launch plans below. In this discussion we would like to focus on any reflections on the vision documents, and to think about what Community Pharmacy England should be saying in response to it, and next steps for our work linked to it. The Service Development Subcommittee will have a separate discussion focused on the service aspects of the vision, and Committee Members are also welcome to provide any feedback or by comments on the draft vision document, which cannot be raised at the SDS or CPA meetings, by email to vision.project@cpe.org.uk by Wednesday 19th July 2023.

The Community Pharmacy Vision

The subcommittee is asked to consider the full report from Nuffield Trust and The King's Fund as shared. This report may be subject to some final changes following the engagement with the sector this month. That engagement is taking the form of written consultation, with a series of



questions (all based on the executive summary of the vision), and a webinar to be hosted by Nuffield Trust, facilitated by Community Pharmacy England.

Community Pharmacy England will need to respond to the publication of the vision with full commentary both to community pharmacy and to external stakeholders. This will need to focus both on the solutions pharmacy can provide, but also on the urgent investment and support that community pharmacy needs if this vision is to be turned into a reality.

Vision launch: Community Pharmacy England plans

Nuffield Trust will launch the vision on its website with an accompanying national media press release. As Community Pharmacy England we can expect to include a quote in that. We will also want to think carefully about our communications to the sector. Questions will undoubtedly focus on what happens next, whether we support everything within the vision, how much difference the vision will make, etc. We can be prepared for that with statements and FAQs, and the July engagement with the sector will help us to shape that, as will this CPA discussion.

To help raise wider awareness of the vision we will hold a Parliamentary Reception in September to which we plan to invite MPs, Peers, policy-makers (national and some local), charities, patient representatives, and others. Some of these people have already been involved in the development of the vision via the Steering Group and Advisory Panel. The event will be attended by Nuffield Trust and The King's Fund but Janet Morrison will also speak to set out the Community Pharmacy England view. We are also considering whether a national media briefing could be helpful in building relations with national media journalists and to get some coverage of pharmacy – both where it is now, but also where it could be if the pressures are reduced. Again, in all of this we will need to present pharmacy as a solution – **but one that can only help if it has the support and investment it needs.**

Quite quickly after the launch of the vision we will be attending both the Conservative and Labour party conferences to continue to build support among MPs for community pharmacy. We will host a roundtable at each conference – with the Labour event being supported by the Fabian's Society, and Luther Pendragon supporting delivery of the Conservative event – to bring together a small number of influential stakeholders. These events will draw on the vision, with titles asking how community pharmacy can help to make the NHS sustainable (for Labour) or meet the Prime Minister's objectives (for the Conservatives). Much of the discussion will likely focus on what



needs to happen to make the vision – and anything else that Community Pharmacy England wants for the future – become a reality. These events, and the outputs from them, will offer another chance to get our messages about both the potential of community pharmacy and the pressures that are holding it back, across. Ministers and the Shadow Health Secretary have been invited.

Beyond party conference we will also be using the vision to support our wider work to influence manifestos and the thinking of other policy-focused organisations – e.g. think tanks, royal colleges, patient groups etc, in preparation for the General Elections and their influencing. We will produce briefings on it for MPs and others as part of this wider influencing work.

Subcommittee action

The Subcommittee is asked to:

- Share reflections on the report from Nuffield Trust and The King's Fund – which parts do you most support; are there any concerns?
- Consider how Community Pharmacy England should respond to the vision – what are our key messages for the sector, and for external audiences?
- Consider the draft list of stakeholders (MPs, Peers, policy-makers [national and some local], charities and patient representatives) who we want to engage with when the vision is launched – is this right?; and
- Share any other feedback or thoughts on the plans for the launch of the vision and for our party conference events.



Appendix CPA 05/07/2023

Communications and Engagement Strategy Update

Introduction

This paper provides an update on the key areas of progress made in delivering the Communications and Engagement Strategy for Community Pharmacy England.

Communications and engagement survey

The Communications and Engagement Strategy was developed earlier this year alongside our rebrand project. It took into account the findings of the Independent Review, the RSG Proposals, feedback from the sector received over many years via the executive team and Committee Members, and the detailed findings of the research phase of the rebranding project as carried out by IE brand – this included a sector survey and in-depth interviews with key stakeholders.

The strategy was reviewed and amended by the Committee, and it was also tested by IE Brand in two contractor and LPC workshops held in March. To provide a further check on some of the detail of the strategy we then also ran a short survey to hear views from the sector on how some of our communications and engagement plans would work best for them. The survey ran for two and a half weeks just after we launched the rebrand, and was promoted on our website, newsletters and social media.

The key findings from around 125 respondents were as follows:

- **Newsletters:** Newsletters are by far the most popular route for hearing from us with 85% of respondents saying this is how they most want to hear from Community Pharmacy England. 13% of respondents wanted to hear from us via the website and less than 3% on Twitter, with other social media channels faring even less well.
- Around 50% of respondents thought we could move to a once weekly round-up, but 25% were in favour of still receiving news alerts 'as things happen'. A further 23% of respondents wanted us to continue sending three newsletters a week.
- The open feedback question was generally positive about how our newsletter was run, with some suggestions around formatting, keeping concise, summarising actions and others which we are reviewing in detail to consider improvements.

- **Website:** Over 60% of respondents said the primary reason for visiting our website is to view the latest news, with no-one saying they came to read commentary – this may change over time as people are more easily able to access blogs, press statements, etc. on our website. Further feedback included some wanting the quick links re-introduced to the main navigation menu and improved search functionality.
- **Events:** More than 60% are in favour of hybrid events, with just 7% saying they would only want to have attendance in-person. A wide range of topics were suggested for these events, many covering the type of subject we would expect (e.g. guidance, funding, the future, reimbursement, negotiations, service updates). We are reviewing these in detail to help inform our engagement event plans and future communications topics.
- **Committee meetings:** Around 60% said they would like to input into Committee Meetings via short polls, with 18% wanting to send in emails. Almost two-thirds (65%) would like to hear about the meetings as written summaries, with considerably fewer wanting podcasts, videos or events. As mentioned above in [Confidential Appendix CPA 03/07/2023](#), we still consider it is important to keep trying a range of channels and communications to reach as many people as possible.

Reflecting on these findings, we have identified a number of immediate actions to take:

1. Investigate the feasibility of re-introducing the quick links back into our website menu and explore possible ways of improving the search with our web developers.
2. Ensure we provide ways for pharmacy owners to engage with us both remotely and in-person. Wider consideration will be given to which topics would be best for us to focus on in the coming months with the support of the policy leads.
3. Continue to use short polls for meeting input, as we did for July, and commit to producing a written summary after every Committee Meeting, alongside other communications.
4. Continue to focus our communication efforts on newsletters – given the mixed views on frequency, and the overwhelming popularity of newsletters as a way to hear from us, we would like to continue with the current frequency of sending three newsletters per week. We will however explore options for a weekly round-up email to see if this option could be worked in, perhaps to replace the Friday newsletters. Sending regular newsletters will also

help to ensure we continue to direct people towards our website which may be particularly helpful in these months following the URL change.

Engagement events

Funding and negotiations update

In May we hosted an evening webinar to hear pharmacy owners' views about the Government's Primary Care Access Plan; 344 people attended live. CEO Janet Morrison gave an overview of the current unsustainable pressures facing the community pharmacy sector and described the £645m investment in community pharmacy as "not the panacea for the sector's funding woes ... but a first step in recognising the value of the sector after years of systemic cuts."

We held a series of polls during the webinar, and a summary of the results is as follows.

What are your reflections on the Government's plan for recovering access to primary care? Key themes included:

- Positive – looks good, recognition that we can prove a solution, positive step.
- Negative – too little too late, unachievable as funding insufficient, a drop in the ocean, not new money.
- Other – highlighting issues around delivery (workforce, capacity, variation in support from PCNs), need to see the detail, may change depending on who is in power.

How do you feel about delivering a common conditions service?

- Key phrases included 'Positive' but also 'Underfunded' and 'Unsure – will it bring £'.

Would you like to attend more events like this in future?

- The vast majority answered yes, with most wanting regularly, closely followed by 'when you have something to share'.

Tell us what you would like from these events in future (who you want to hear from, what topics we should cover, etc.). Key themes included:

- Topics – more detail on negotiations, ideas for changing the funding formula.
- Frequency – more regular sessions, only run when there is detail that can be shared.
- Speakers – want to hear direct from NHS and DHSC.

- Engagement – polls only good if used positively for change, need outcome achievement data.

A recording of the presentation was made available on our website a few days later (over 300 have viewed on-demand), and the opinions shared were noted for reference during the negotiations with DHSC and NHS England.

Future events

We are now making plans for our next events. First up will be a joint webinar in July with Nuffield Trust and The King's Fund to coincide with the opening of the second consultation period on the Vision for Community Pharmacy. The authors of the draft report will share their learning from the research phase and outline their recommendations and proposals for the future. Attendees will then have the opportunity to ask questions and give their initial thoughts. This will be fed into the consultation alongside the written submissions.

A further event is planned for when we are able to announce the outcome of the negotiations on the Common Conditions and other services. Scheduling a date is difficult at this stage. We have planned a further engagement event in for the evening of Monday 18th September – shortly after the September Committee Meeting.

Pharmacy Show

Following the feedback from the Committee that they would like to engage with pharmacy owners in person as much as possible, we are also working with the Pharmacy Show to facilitate some of this engagement at the event. As part of this, we will have a stand at the show in a prime location, giving us the chance to meet pharmacy owners in person and answer any questions they have. This should be a good step showing our willingness to engage with pharmacy owners, but of course we will have to assess how effective it is.

Social media

In line with the strategy, we have also been focusing more on strengthening our communications and engagement on social media. We are concentrating on being more social and improving transparency as we have pledged in the strategy. We have been utilising interactive tactics such as more social media cards to promote our work such as comments to the press, our responses to topical issues in the sector, pre-committee polling and surveys.



We also promote infographics, resources, and short videos on our social media channels, and we plan to incorporate more of these as well as gifs, tweet threads and instant polls whenever necessary. We are engaging with our social media followers more by liking their tweets, and retweeting positive stories when we can – for example we recently retweeted the good news about the Patient Safety work from the Pharmacy Quality Scheme being shortlisted for a HSJ Award. We have invested in planning our posts weekly with the use of a content planner and social media management tool (Metricool) to help us schedule posts and monitor activity.

Press statements index

We have launched a [press statements section](#) on our website to show how we are giving the sector a voice on topical issues through the media. The index will be added to on a regular basis and the individual comments will be promoted through our newsletter and social media channels. It will help shine a light on the media coverage we achieve as well as the number of press queries that the team are responding to.

Branding update

The rebrand launch on 30th May went smoothly, with the new website homepage and features all being launched and a series of communications and FAQs published. A full report on the rebrand is included in the TAPR update submitted as part of the main Committee Agenda, and this includes notes from the Committee Workshop on 31st May.

Internally the transition has gone well. Template documents have been tweaked over the past few weeks to make them more user-friendly, and all members of staff are getting used to these. The Communications Team is still running regular surgeries to help staff with any questions linked to the rebrand.

Externally the rebranding is already having an impact with external stakeholders including from the NHS, think tanks, MPs and others, having positive comments about the new identity and name. Community Pharmacy England is more authoritative-sounding, and this is being noticed.

We are continuing to use the messaging matrix (included as part of the TAPR Update paper in the main Committee Agenda) as the basis for our communications and public affairs messaging. This will be reviewed on a regular basis and particularly in light of the values work being carried out as part of the Governance review.



Finally, the LPC Task and Finish Group completed its work and the LPC Support Team have finalised the branding templates for LPCs – these have been on the whole well-received with a number of LPCs now already live with the new branding. This is really helping to give us a more unified identity and voice which will in time impact how persuasive we can be as a united sector.

Annual report preparations

Annual report preparations are currently underway. We have gathered information from other teams across the organisation, which includes key topics, milestones, and achievements over the financial year period to include in the upcoming report. We have also developed the project plan and the page plan for the report, and been exploring options for presentation in a digital format.

We will soon begin drafting pages for the annual report and have already met with the agency that will design a downloadable / printable PDF report, an interactive version and animations for us. The work will all be completed over the summer, and we will provide the subcommittee with the opportunity to review the report ahead of its publication in September.

Subcommittee action

The Subcommittee is asked to review the progress updates above and share any reflections they may have. We would also welcome:

- Any comments or views on the actions we plan to take following the communications survey;
- Any thoughts on future engagement events and how these should be run or how we can make best use of them;
- Any wider feedback on our current communications, engagement and the rebrand; and
- Any ideas or suggestions for further communications or engagement that we may not have considered.



Appendix CPA 06/07/2023

Pharmacy Communications and Engagement

Introduction

This paper provides an update on work relating to the Pharmacy Communications and Engagement Strategy for Community Pharmacy England. It covers the work to impart information to and build relationships with community pharmacy owners, pharmacy teams and LPCs, both directly and via the pharmacy press, as well as statistics to help monitor progress.

Rebrand

The launch of our new name and branding took place on 30th May, following many weeks of planning and preparations behind the scenes. A raft of communications were released on the day not only to promote the rebrand but also to raise awareness of the wider changes that this is part of, including:

- Announcement news story: [Introducing Community Pharmacy England](#)
- Chief Executive's Blog: [Funding, negotiations and new starts](#) (further info on this below)
- Infographic: [How we developed our new logo and identity](#)
- Briefings:
 - [Frequently Asked Questions](#)
 - [Pharmacy sector briefing](#)
 - Wider briefing for external stakeholders (for staff to share with key contacts)
- Animations:
 - [Why are we becoming Community Pharmacy England?](#)
 - [What will Community Pharmacy England mean for you?](#)
 - [Who is Community Pharmacy England?](#) (for external stakeholders)
- Related news stories:
 - [Tell us how you want to engage with Community Pharmacy England](#) – launching a survey to hear from views on our communications and engagement plans (see results in Communications and Engagement Strategy Update [Appendix CPA 05/07/2023](#)).



- [Watch a recording of our recent funding and negotiations update](#) – releasing an on-demand presentation from our CEO about the Government’s Primary Care Access Plan and what it might mean for community pharmacy.

Championing pharmacy

As part of our new identity as Community Pharmacy England we have been actively championing the community pharmacy sector and highlighting more of our views on the website. Some examples of commentary given in the past two months follow.

NHS Long Term Workforce Plan

On Friday 30th June the NHS published its long-awaited workforce plan. A high-level summary and our initial comments can be found in a [news story on our website](#). Our statement was shared with the trade press.

Free prescriptions for over 60s

When Ministers announced that all those aged 60 and over will remain eligible for exemption from the NHS prescription charge, we welcomed the news but also took the opportunity to re-state our desire for the charge to be abolished altogether. [See the news story on our website](#).

Annual flu letter

When the letter detailing the national flu vaccination programme was published at the end of May, we made clear our astonishment at the delay and late decision not to include people aged 50 to 64 years old as a cohort. [See the news story on our website](#).

Engaging with pharmacy owners

As reported in [Appendix CPA 05/07/2023](#) above we have engaged successfully with the sector via polls ahead of this Committee Meeting and are making plans for our next engagement events, including a webinar to coincide with the opening of the second consultation period on the vision and a later event on the outcome of the ongoing negotiations.

Celebrating the sector’s success

Flu vaccinations



The Advanced Service Flu report showed that pharmacies administered over 5 million vaccinations under the national Flu Vaccination Service in 2022/23, proving yet again that they can deliver vital public health services at scale and pace. This new record for the sector was celebrated in a [news story and commentary on our website](#).

NHS 75th Birthday

At the time of writing it is just prior to the NHS 75th birthday on 5th July, and plans are underway to highlight the work and achievements of the sector on our website, newsletter and social media on the day. This will include a comment from our CEO Janet Morrison:

“This NHS birthday we celebrate all our pharmacy colleagues and teams across the country working tirelessly to support communities with their health needs every day. As the NHS marks this milestone of 75 years, we trust that it will recognise the hard work, dedication, skills and key contribution of community pharmacy within it.

Community pharmacies are an integral part of the NHS, with millions of people relying on their services every day. Our #NHSBirthdayWish is for pharmacies to be fully valued, supported and funded, and for the full potential of community pharmacy to be utilised within the NHS in years to come. We believe in an ambitious future for pharmacies and the communities they serve, but this will require a community pharmacy sector that is sustainably funded, and reduced pressures on all those who work in it.”

Providing support

DSPTK guidance

We published a series of guidance documents to help pharmacy owners to complete the 2022/23 Data Security and Protection Toolkit (DSPTK) ahead of the deadline on 30th June 2023. This followed collaboration with the NHS DSPTK team to keep the workload associated with Toolkit completion as manageable as possible. [Read more in our news story](#).

Heat-health graphics

Following the UK Health Security Agency (UKHSA) announcing heat-health alerts, we developed an infographic and associated social media tiles for pharmacy owners to use to support patients.

[See more in our news story](#).



Blogs and Commentary

Funding update and our rebrand

On the day of our rebrand we published a [blog](#) from CEO Janet Morrison giving an update to pharmacy owners on funding, negotiations and new beginnings. Released alongside the launch of our new brand identity, Janet shared her thoughts on the Government's Primary Care Access Plan. Janet also provided more detail about our negotiations on this as well as the next major areas of focus.

How negotiations work

We will shortly publish a blog authored by Negotiating Team Member Stephen Thomas describing the various stages of the negotiating process and what they involve. This will be released alongside infographics to provide a visual guide to how the negotiations work, as part of efforts to explain what happens when we negotiate with DHSC and NHS England.

Next steps

We are working up a number of ideas for further blogs and commentary to the sector as part of our new engagement strategy. The next significant communications in this format will follow the July Committee Meeting, but we are also planning some communications to share facts that people might not know about Community Pharmacy England.

Webinar on regulatory changes

We supported our Regulation and Support Team with an online webinar about DHSC's changes to the Pharmaceutical Regulations, ahead of them coming into force on 25th May 2023. More than 500 people attended the live event. Key points and updates in response to questions asked at the webinar were [published on our website in a briefing note](#).

Pharmacy press work

We continue to issue press statements and commentary on a very regular basis – this work is now showcased in the [press statements section of our website](#). Recent topics we have been asked about include pharmacy closures, the Health Committee's inquiry into pharmacy, ongoing medicine supply issues, prescription charges, and the NHS workforce crisis.



We have also been looking at proactive ways to engage with the pharmacy press and are considering an in-person briefing event, perhaps linked to the launch of the vision, as a way to both share information with the pharmacy press and engage with them less formally. We are also thinking about what commentary or articles we could offer over the coming months, and will use our presence at the Pharmacy Show as another opportunity to engage with the pharmacy press.

LPC Communications and Support

The Communications Team works closely with the Member and LPC Support Team to provide guidance and assistance to LPCs. Here is a round-up of our recent communications to LPCs.

LPC News

Date	Day	Time	Subject	Opens	Clicks	Clicks to opens
31st Mar	Fri	5:32 pm	LPC News: March 2023	54.4%	19.9%	36.6%
2nd Jun	Fri	12:15 pm	LPC News: June 2023	45.7%	5.2%	11.3%
Average				50.05%	12.55%	23.95%

Current figures (see above) show that our LPC newsletters have a fairly good open rate, with on average nearly half of those subscribed to them (50%) opening them monthly. The average click to open rate of these newsletters (i.e. the percentage of people who opened the newsletter and then clicked a link within it) is also relatively healthy, but is more variable than the open rate.

Updates to the LPC Members' Area

- Support for LPCs to [establish the costs of delivering local services](#) has been published to help LPCs know the true costs of delivering a service and to assist them in locally commissioned service development.
- The [resources](#) from the May 2023 meeting of Community Pharmacy England and LPCs have been published, including updates and slides from some of the event sessions.
- Strategic planning support for LPCs has been added under the [LPC Finances page](#).



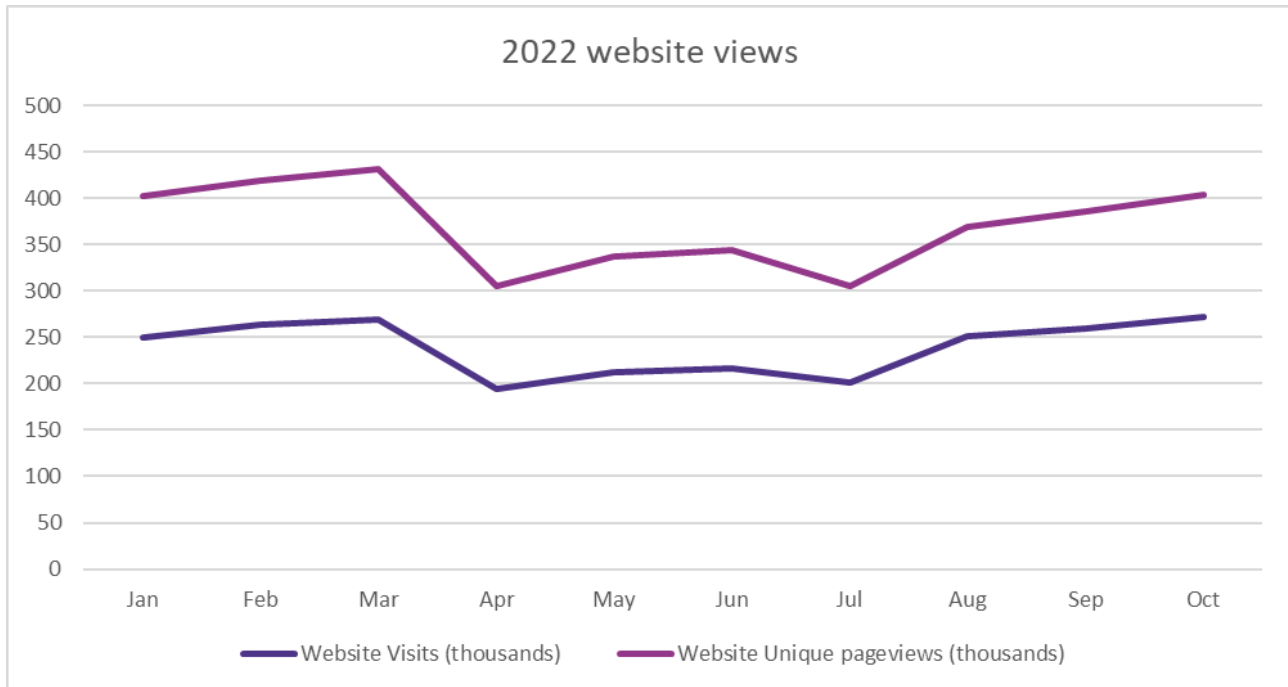
Digital Communications

Monitoring performance

Ahead of the rebrand to Community Pharmacy England – and change in domain name to cpe.org.uk – we undertook work to help maintain our high ranking on Google (and other search engines) and, a month in, we are still prominent. Testing has shown that we appear as the first search term when typing ‘community pharmacy england’ and, with location settings on for anywhere in England, we also appear first when simply typing ‘community pharmacy’. Whilst the same cannot be said for CPE, we have been clear in all our communications that we are now known as Community Pharmacy England and, as such, will not be actively using the acronym CPE ourselves.

We are carefully monitoring our performance to ensure that people can still find us online. A key part of that work has been to put in place redirects for all our pages. As well as helping ensure visitors reach the content they need, this also means search engines like Google look at us more favourably than if we had broken links. There is also a tie between PSNC and Community Pharmacy England so that, if someone did look us up using our old name, they will find our new website.

We are keeping a careful eye out for any potential impact on our website traffic in particular. In the reports shared below, June covers our post-rebrand period. Whilst traffic is a little down from earlier in the year, we are still above our KPI of 200,000 site entrances and the dip is also in line with our usual annual trend with May, June and July having lower visitor numbers than other months of the year (see graph below for 2022). We believe this trend is linked to the end of financial year requirements boosting traffic in March and early April, and the onset of negotiations in spring/early summer.



Reports (full details overleaf)

April: The most read topics this month were price concessions and prescription charge card for 2023. The highest number of visitors to the website this month was on Friday 28th April, which was the day after the DHSC’s announcement on changes to the Pharmaceutical Regulations.

May: The most read topics this month were price concessions and the news story following the Government announcement of the £645m investment in community pharmacy. The highest number of visitors to the website this month was on Tuesday 9th May, which was the day we published the Government pledge story.

June: The most read topics this month were related to price concessions and the highest number of visitors to the website this month was on Friday 23rd June, which was a few days after we published the second price concessions update for June 2023.

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.



April 2023 Digital Communications Report

Website

Number of site entrances	239,412
Number of unique pageviews	357,849



Most read pages	Views
Price Concessions	45,684
SSPs	26,522
Controlled drug prescription forms and validity	6,080
Hypertension case-finding service	4,744
New Medicine Service (NMS)	4,271

Most read news stories	Date	Views
March Price Concessions Final Update	31 Mar	4,862
PSNC issues Prescription Charge Card	29 Mar	4,014

NHSE announces contraception service launch	13 Apr	3,588
DHSC announces rollout of HRT PPC	21 Feb	3,077
March Price Concessions 1st Update	15 Mar	3,076

Most read briefings	Views
O12/23: DHSC's changes to the Pharmaceutical Regulations	1,415
O08/23: FAQs to support DHSC guidance on new HRT PPC	1,142
O02/23: EPS token ordering and escalation	615
O09/23: Summary of the results of PSNC's 2023 Pharmacy Pressures Survey	585
O31/22: Pharmacy Quality Scheme – Summary of the training requirements for the 2022/23 Scheme	376

Webinars/videos	Plays
N/A	

Newsletter	Opens	Clicks	Clicks to opens
Averages for the month	38%	7.5%	20%

Social Media

Twitter reach	31,100
Twitter interactions	465



May 2023 Digital Communications Report

Website

Number of site entrances	259,485
Number of unique pageviews	384,257



Most read pages	Views
Price Concessions	50,947
SSPs	23,489
EPS Prescription Tracker	13,643
Controlled Drug prescription forms and validity	7,142
Hypertension case-finding service	5,835

Most read news stories	Date	Views
Government pledges £645m investment in community pharmacy	9 May	9,016
April Price Concessions Final Update	28 Apr	5,161
Medicine Supply Notice: Semaglutide	3 May	4,237

Price concession update for April 2023	10 May	3,083
CPCF 2023/24 & Regs: Imposed changes	27 Apr	3,108

Most read briefings	Views
O12/23: DHSC's changes to Pharmaceutical Regulations	2,068
O31/22: Pharmacy Quality Scheme – Summary of the training requirements for the 2022/23 Scheme	245
O08/23: FAQs to support DHSC guidance on new HRT PPC	181
O41/21: Guidance on the Community Pharmacy Hypertension Case-Finding Advanced Service	134
O10/23: Pharmacy opening hours in 2024 and for the remainder of 2023	134

Webinars/videos	Plays
Data Security and Protection Toolkit workshop (Feb 2023)	152
Hypertension Case Finding service webinar (Oct 2021)	68
Why are we becoming Community Pharmacy England?	63

Newsletter	Opens	Clicks	Clicks to opens
Averages for the month	38%	7.5%	20%

Social Media

Twitter reach	72,700
Twitter interactions	1,140



June 2023 Digital Communications Report

Website

Number of site entrances	203,460
Number of unique pageviews	327,945



Most read pages	Views
Price Concessions	49,895
SSPs	22,213
Price concession archives	7,683
Hypertension case-finding service	6,090
Data Security and Protection Toolkit	4,515

Most read news stories	Date	Views
June Price Concessions 2nd Update	16 Jun	3,764
Eligible price concessions to roll over from May 2023	2 Jun	3,657
May Price Concessions Final Update	1 Jun	2,777

Medicine Supply Notice: Semaglutide	3 May	2,334
May 2023 Price Concessions 1st Update	18 May	2,546

Most read briefings	Views
Briefing O12/23: DHSC's changes to Pharmaceutical Regulations	315
Briefing O13/23: Updated Guidance on the Community Pharmacy Hypertension Case-Finding Advanced Service	358
Briefing O16/23: CPAF screening process for 2023/24	273
Briefing O15/23: Briefing for pharmacy teams – the Community Pharmacy Hypertension Case-Finding Advanced Service	258
PSNC Briefing O31/22: Pharmacy Quality Scheme – Summary of the training requirements for the 2022/23 Scheme	188

Webinars/videos	Plays
Data Security and Protection Toolkit workshop (February 2023)	524
GP CPCS animation	507
Janet Morrison May 2023 Webinar (Funding and Negotiations)	382

Newsletter	Opens	Clicks	Clicks to opens
Averages for the month	38.62%	3.11%	8.0%

Social Media

Twitter reach	32,000
Twitter interactions	1,034



Appendix CPA 07/07/2023

Public Affairs and Influencing

Introduction

This paper presents an update on work relating to the Public Affairs and External Engagement Strategy for Community Pharmacy England. It covers efforts to engage with Parliamentarians and build relationships with the national media, as well as other public affairs work.

Parliamentary engagement

We are continuing to liaise closely with MPs' offices and assist with ad-hoc requests. We contacted all MPs following our rebrand to Community Pharmacy England and sent over a specific MP briefing including many of our current messages.

Parliamentary events

Medicines supply issues drop-in event

On behalf of Community Pharmacy England, Peter Dowd MP is hosting a parliamentary drop-in style event. We will be joined by frontline pharmacists, representatives from pharmaceutical wholesalers who make up a significant and critical part of the medicines supply system and also by policy experts from Nuffield Trust and Healthwatch. Attendees will be provided with a background briefing on current medicine supply issues, with additional constituency focused information available. The event will allow us to re-engage with MPs, landing our messages about the pressure that pharmacies are under as a result of medicines supply issues, but also as a consequence of the wider unresolved pressures on the sector.

Vision parliamentary launch

We will be launching the vision report in a parliamentary drop-in event hosted by Baroness Cumberlege, as outlined in the paper: 'Vision: Reflections and Community Pharmacy England Response'. We will be sending out invitations shortly. Following launch, the vision will provide a valuable resource for use in our ongoing wider influencing work.



Health Select Committee Inquiry

The Health Select Committee has now launched its [pharmacy inquiry](#) and we are currently drafting our response to this. The CEO had written to Steve Brine MP prior to the inquiry launch and we are in contact with the Committee’s team about giving evidence and also working together on some communications around the inquiry through the autumn period.

Party Conference Planning

Planning is well underway for both our Conservative and Labour conference party events. We plan to host a private roundtable event at both and will shortly confirm the event names and details for both events and hope to be listed in the fringe events guides of both conferences. We have recently sent out invitations to our first-choice speakers, and once these are confirmed we will distribute invitations more widely.

Labour policy engagement

Janet Morrison attended a pharmacy visit with the Shadow Health Secretary, Wes Streeting MP. In a meeting lasting over an hour, Janet had a detailed and meaningful conversation with Wes about a variety of topics including the pressures facing the sector. Wes requested a more detailed follow-up briefing on a number of these topics, which we sent over the following week.

National media coverage

We have recently been quoted or mentioned in the following places (note, some of these articles were published when we were still known as PSNC):

Publication	Title/ brief description	Mention
The Sun	DRUG DEAL Major change to the way you get the Pill on the NHS from next week – will it affect you?	PSNC referenced and included link to our website news story
iNews	Pain relief shortages are worsening the suffering of dying cancer patients	PSNC referenced
Pulse	Pharmacists won’t be able to take on contraception on national level, reps warn	PSNC referenced, Janet quoted



The Independent	<u>Staff shortages force pharmacies to close for 100,000 hours in a year amid plans to give them more work</u>	PSNC referenced and Janet quoted
The Mirror	<u>EXCLUSIVE: Thousands of pharmacies on brink of closure – just as Tories say we need them more</u>	Anil Sharma quoted
Daily Mail	<u>Chemists slam Sunak's £645m pharmacies revolution and say: 'This money won't tackle the prescription cost crisis driving us out of business'</u>	Janet quoted
Chanel 4 News	<u>Pharmacies to be given powers to hand out prescriptions in England</u>	Interview with Janet featured
Daily Mail	<u>Revolution at the pharmacy: Chemists to be given powers to hand out prescriptions for common illnesses under plans to ease pressure on GPs</u>	Janet quoted
BBC News	<u>Scores of local pharmacies closing across England</u>	Janet quoted
BBC Breakfast news	<u>Pharmacy closures across England</u>	Janet interviewed by Hugh Pym
iNews	<u>Plan to free up 15 million GP appointments won't solve patient care backlog, doctors and pharmacists warn</u>	Linked to closures analysis PSNC shared with BBC
TalkTV	<u>Tom Newton Dun Show feature on pharmacy closures and pressures – Cure for the Chaos</u>	Fin McCaul interviewed
BBC Breakfast	<u>More people will be able to access health services such as drug prescriptions and routine tests without needing to see a GP.</u>	Jay Patel interviewed
The Mirror	<u>After Lloyds axes 237 pharmacies, we answer key questions on the future for chemists</u>	Comment provided and Interview with Janet featured
Which?	<u>Sainsbury's Lloyds Pharmacy closures: what you need to know</u>	Janet quoted



With the new [press statements section](#) of our website now live, we have been able to better highlight our public statements and positions and have been actively commenting on all relevant issues in the media and wider healthcare news.

Highlights of this include:

- The statements we released following the closure of 237 pharmacies in Sainsbury's stores recently. We provided temporary and permanent closures data as well as a comment from Janet to [The Mirror](#). Janet was also interviewed by the Mirror in relation to this and spoke about the [worrying trend of pharmacy closures in England](#). We also shared a comment from Janet with Which? following news reports of the [Lloydspharmacy closures](#).
- Our statement in response to the [Boots pharmacy closures plan](#).
- Our [response to the General Medical Council's \(GMC\) report warning](#) that urgent action is needed to break the 'vicious cycle' of unmanageable workloads, dissatisfaction, and burnout as result of the NHS workforce crisis.
- Our statement to the Daily Mail: [Chemists say: 'This money won't tackle the prescription cost crisis driving us out of business'](#)
- Our statement to Channel 4: [Pharmacies to be given powers to hand out prescriptions in England](#)
- Our statements issued to BBC News, Daily Mail and Evening Standard: [Scores of local pharmacies closing across England](#)

Future plans for national media coverage

We are aiming to generate media coverage around the #SaveOurPharmacies Campaign petition once it has closed. We also plan to land coverage about the upcoming medicines supply event in the press. We have been considering hosting a media briefing with national health journalists later in the year to reintroduce ourselves as Community Pharmacy England, strengthen our relations with them and garner more coverage of community pharmacy. As mentioned above we may tie this in



with the Vision launch. There may be further opportunities for national media work following the outcome of the Access Plan negotiations and ahead of the winter vaccination season.

Think Tank Engagement

We remain in contact with Policy Exchange and with Reform sharing information where we can to support their policy work. Zoe Long also attended a roundtable on future vaccinations policy being hosted by the Institute for Public Policy Research. Useful data on the popularity of pharmacy as a vaccination location was shared at the event and attendees from a wide range of organisations were supportive of community pharmacy.

Save our Pharmacies

We plan to hold a meeting of the Save Our Pharmacies campaign over the summer to discuss the next steps for the campaign and what a re-launch could look like in the Autumn, following the Parliamentary summer recess.

Pharmacy APPG

The APPG will hold a drop-in event entitled '10 things you don't know about pharmacy'. This event is being used to highlight many things policy makers and the general public may not know about the pharmacy sector and their role in frontline healthcare. In the run up to the event on 5th July there will be a social media campaign focussed on highlighting the 10 key things identified by Community Pharmacy England and the other community pharmacy bodies, in order to build momentum and support for the event. It is hoped that there will be a policymaker roundtable later this year.

Joint work with other primary care professions

The public affairs teams of all the primary care negotiators are working closely together on a number of joint public affairs priorities. This follows on from a meeting of the policy leads as convened by Community Pharmacy England. One of the first actions is to invite the shadow health team to a private roundtable to discuss Labour's plans for primary care. Other future actions include developing a joint policy document – 'Beginner's guide to Primary Care' – for use locally.

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.