

**Pharmaceutical Services Negotiating Committee**  
**Communications and Public Affairs (CPA) Subcommittee Agenda**  
**Thursday 25th May 2023 at 2:30pm**  
**Meeting to be held remotely via Zoom**

**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 02/05/2023**
6. Communications and Engagement Strategy: Implementation **Confidential Appendix CPA 03/05/2023**
7. Public Affairs: Planning after the Primary Care Access Plan **Confidential Appendix CPA 04/05/2023**
8. Annual Report 2022/23 **Appendix CPA 05/05/2023**

**Report**

9. Pharmacy Communications and Media Work **Appendix CPA 06/05/2023**
10. Parliamentary Engagement and Public Affairs **Appendix CPA 07/05/2023**
11. Any other business

Subject	Subcommittee Workplan
Date of meeting	May 2023
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of the CPA workplan for 2023/24 and early progress
Proposed action(s)	Subcommittee to review the workplan and early progress
Author(s) of the paper	Zoe Long

## Subcommittee Workplan

This workplan forms part of the wider plan and priorities 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 such as the rebrand were also included as part of the main PSNC TAPR update papers in April.

### PSNC Objectives (Table 1)

<b>Workplan 2023/24</b>			
<b>Communications and Public Affairs team</b>			
<b>Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services</b>			
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	
<b>Objective 2: Laying the groundwork for the next CPCF</b>			
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"> <li>• Pressures Survey (April)</li> <li>• Vision outputs (Summer)</li> <li>• Winter pressures – possible polling or temp/permanent closures data (Autumn)</li> <li>• Strategy and our negotiation asks (Winter)</li> </ul>	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
<b>Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability</b>			
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
<b>Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors</b>			
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
<b>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</b>			
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
<b>Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs</b>			
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"> <li>Vision &amp; Strategy (including consultation in March/April and launch in June)</li> </ul>	Ongoing	ZL/MM/AW

7.3	<ul style="list-style-type: none"> <li>Rebrand (launch in April)</li> <li>Pressures Survey (February, then results in April)</li> <li>Economic review (ongoing)</li> <li>Contractual requirements (ongoing)</li> </ul>		
7.4	Plan schedule of proactive pharmacy press work/briefings	April	MM/AW
7.5	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April onwards	ZL/JW/SB
	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
<b>Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services</b>				
1.1	Supporting all Ministerial correspondence	Ongoing	ZL	Letters sent to Minister re Year 5
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT	Results released and national media coverage secured
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM	YouGov polling on Pharmacy First – secured national press coverage & data now being used with MPs
1.4	Public affairs work as set out in objective 2	Ongoing		
<b>Objective 2: Laying the groundwork for the next CPCF</b>				
2.1	Delivery of sector engagement plans for first and second consultations on vision	January/March/April	ZL/JM/MM	Planning underway for second consultation phase
2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF	Awaiting draft report from NT/KF so that we can begin wider engagement
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM	Planning for launch has begun, but this is now expected to be later in the year given negotiations
2.4	Preparation of public affairs and engagement strategy	January/February	ZL	This was discussed at February CPA meeting

2.5	Targeted MP/Peer pharmacy visits campaign	January/Feb/March	ZL/GF	<p>This was underway in advance of publication of the Access Plan, and is continuing</p> <p>Pressures Survey coverage by Channel 4, The Independent, iNews and the Evening Standard with further releases on specific angles sent to other publications.</p> <p>MPs briefed on the Survey and MPs also contacted following the publication of the primary care Access Plan.</p> <p>Ongoing input and Secretariat planning next meeting</p> <p>Planning underway including through commissioning a think tank to partner with for the event.</p> <p>GF/ JW will attend NHSConfedExpo. GF may attend LGA conference. Other events have been considered. List updated following some shadow health reshuffles.</p>
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ul style="list-style-type: none"> <li>• Pressures Survey (April)</li> <li>• Vision outputs (Summer)</li> <li>• Winter pressures – possible polling or temp/permanent closures data (Autumn)</li> <li>• Strategy and our negotiation asks (Winter)</li> </ul>	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	
<b>Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability</b>				
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	March/April	ZL/GH/JW	

4.3	consideration of role of PSNC Members (alongside governance review) Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH	To be part of governance review this year
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT	Joint work continues via #SaveOurPharmacies campaign activity
4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW	Strategy discussed by PSNC in March and next steps set out in this agenda
4.6	Agree core messaging and visual identity for CPE	March	ZL	Messaging matrix, logo & branding signed off
4.7	Apply new branding to all communications materials including website	March/April	ZL/MM/AW	New templates finalised; rebrand launch pushed back slightly to allow more time to prepare
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW	LPC task group set up – initial designs shared & feedback gathered
4.9	Implementation of new brand to all stakeholders	Ongoing – already started	ZL	Comms plan in place for launch of Community Pharmacy England on May 30th
<b>Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors</b>				
5.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF	Ongoing, supported responses to parliamentary inquires.
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW	Ongoing support to communicate changes, particularly for imposed decisions like HRT PPC
<b>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</b>				
6.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF	Ongoing
6.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW	Ongoing support of other teams, recent e.g. HRT PPCs & Contraception Service launch date
<b>Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs</b>				

7.1	Prepare communications on key events (negotiations, contractual updates etc.)	Ongoing	ZL/MM/AW/SB	Ongoing work, recent e.g. saying no to Year 5 services & £645m investment for sector Pressures Survey results announced; P3pharmacy rebrand interview; further planning for rebrand rollout; second stage of vision consultation coming soon pending draft from NT/KF.
7.2	Produce regular schedule of proactive communications to contractors including on: <ul style="list-style-type: none"> <li>• Vision &amp; Strategy (including consultation in March/April and launch in June)</li> <li>• Rebrand (launch in April)</li> <li>• Pressures Survey (February, then results in April)</li> <li>• Economic review (ongoing)</li> <li>• Contractual requirements (ongoing)</li> </ul>	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	
7.5	As in 4.1, 4.5 above: Contractor/LPC survey on engagement and communications Implement plans for contractor engagement and transparency			

### Subcommittee Action

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



Subject	Annual Report 2022/23
Date of meeting	May 2023
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	Early planning for our 2022/23 Annual Report.
Proposed action(s)	Subcommittee to review and discuss.
Author(s) of the paper	Adeola Wilson

## Annual Report 2022/23

### Introduction

We have begun work to think about the 2022/23 annual report. This will be the first under our new Community Pharmacy England name and branding. We will draft and design the report during the summer, followed by a short review stage allowing the subcommittee to see the report before we publish in September. This is a good moment for us to reflect on the work of PSNC over the past year and to think about what topics the annual report needs to cover.

### Reflection on 2021/22 report

The 2021/22 annual report was published on 30th September 2022, covering the key achievements and projects that PSNC worked on, including reaching a deal for reimbursement of contractors' COVID costs and our ongoing work to develop the Community Pharmacy Contractual Framework (CPCF). The report included:

- Comments from the Chair and CEO
- New services, new people, CPCF changes: The Year at PSNC 2021/22
- Supporting England's pharmacies
- Calling for further investment
- Strengthening our evidence base
- Preparing for the future
- PSNC's annual accounts.

The report was available in a fully digital format at: [psncannualreport.com](https://psncannualreport.com). There was also an online flipbook reader version and a downloadable / printable PDF. As with the previous year, we chose again not to print hard copies and we don't intend to do so this year either.

### 2022/23: Key content

The primary audience for the annual report is the sector – contractors, but also LPCs. As in previous years, the annual report will need to focus on the breadth of work that PSNC has done on behalf of contractors and highlight what has been delivered on their behalf. We will need to show how focused we remain on the huge pressures facing pharmacy businesses and what we are continuing to do to press for solutions. We also need to recognise how well the sector has done throughout the year and how unsustainably hard contractors and their teams are working.

The tone of the report will need to be measured: there is still much more to do to urgently address pressures, but we also need to recognise the outstanding work being done by pharmacy contractors and their teams, and to highlight where we have been able to have an impact.

Ideas for events and topics that will need to be covered in this year's annual report include the following:

- Building on our data: PSNC's Pharmacy Pressures Survey 2023, polling, and analysis.
- Review Steering Group work and the progress of the Transforming Pharmacy Representation (TAPR) work programme thus far.
- Funding and reimbursement: covering the immense pressures and challenges ahead, the £645m investment into community pharmacy and £100m margin agreed in the autumn.
- CPCF Negotiations on Y4/5 and preparation for future negotiations.
- Development of strategic vision with King's Fund and Nuffield Trust.

- Services and [our concerns about the affordability of these](#).
- United voice: prompting the Save Our Pharmacies campaign and working with other national bodies to influence change.
- Publication of accounts in line with the templates and standards that we have set for LPCs.

### Subcommittee Action

The subcommittee is asked to:

- Reflect on the 2021/22 report: what was good and what needs improving for this year?
- Consider possible topics for inclusion in the 2022/23 annual report:
  - Which elements of our work are the most important to get across?
  - Do the proposed topics cover these and show the breadth of PSNC's work and impact?
  - Other than those listed above, are there any other topics we should include?
- Share any additional thoughts on preparations for the annual report.

Subject	Pharmacy Communications and Media Work
Date of meeting	May 2023
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, Jamie Gilliam and Adeola Wilson

## 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

#### Funding crisis developments

The Communications Team compiled a [Post-February Committee Update](#) to keep contractors informed of the difficult decisions the Committee had to make on their behalf. The piece included a summary of the high-level influencing work that PSNC has been doing and a progress update on the work undertaken since the December contractor engagement events.

In March, PSNC told Ministers that [Year 5 CCPF services cannot go ahead without a funding uplift](#). As part of this announcement, we shared our financial analysis and regulatory easement proposals that had previously been submitted to NHS England and DHSC. A [statement was issued by PSNC CEO Janet Morrison](#) when NHS England announced a start date for the Pharmacy Contraception Service.

On 9th May, [the Government and NHS pledged to invest £645m into community pharmacy](#) to support both some existing services and a new common conditions service. We published a statement from the CEO and some FAQs. It was a busy day for media coverage with [Janet Morrison appearing on Channel 4 news](#) and other pharmacy bodies also getting lots of coverage. The Communications Team supported LPCs and pharmacy owners with any media requests. We also emailed a long list of our MP supporters on the day. For the sector, a [PSNC webinar has been announced for 22nd May](#) to explain what will happen next and to hear their views.

#### Pharmacy Pressures

The Pressures Survey closed in February and following analysis by the Funding Team we prepared a [summary briefing of the results](#), a [key findings briefing for MPs](#), an [infographic](#), [social media assets](#), and a [website news story](#). We also created resources for LPCs including a template local press release and a template MP letter. In addition to this, we prepared a selection of press releases and we were pleased to secure coverage with Channel 4 News. We gave Channel 4 exclusive coverage to air the story on Wednesday 12th and then sent out our general press release to all national press contacts under embargo until 00.01 Thursday 13th April and subsequently received coverage in the following national news outlets as well as several local newspapers:

Publication	Story
Channel 4 News	Broadcast during evening news programme and published online: <a href="#">Pharmacies on 'brink of collapse' in England</a>
The Independent	<a href="#">Pharmacists sound the alarm over 'devastating' condition of community amid medicine supply issues</a>
Evening Standard	<a href="#">Pharmacists sound the alarm over medicine supply issues</a>
iNews	<a href="#">Pain relief shortages are worsening the suffering of dying cancer patients</a>
Yahoo! News	<a href="#">Pharmacists sound the alarm over medicine supply issues</a>

We had been working for many months to brief Hugh Pym and a BBC Producer on pharmacy pressures and closures and this eventually led to the publication of [a key broadcast piece on Monday 8th May](#). PSNC data on this topic was also picked up in stories in INews and other outlets.

### Further campaigning work

At the end of March, PSNC-commissioned YouGov polling showing the strength of public support for a Pharmacy First service received national media attention in [the Daily Express](#). Since the last subcommittee meeting, there has also been a raft of activity undertaken as part of the joint #SaveOurPharmacies campaign with the other national pharmacy bodies. A [campaign website](#) and [public petition](#) have been launched. In late March, PSNC coordinated an [MP roundtable](#) and CIG arranged for the [delivery of window posters](#) to all community pharmacies in England.

### Prescription charge amendments

#### HRT PPCs

In February DHSC announced that patients in England would be able to access cheaper HRT for menopause through a new prescription prepayment certificate (the HRT PPC). This was despite warnings from PSNC for many months that we believed the introduction of this new PPC specifically for HRT medicines was complex, and in some circumstances, it would not work well with existing prescription processing and pricing systems currently used in England. As the Minister decided to press ahead with the policy, we began working to provide as much [information and guidance to contractors as possible](#). This included several news articles, a comprehensive set of FAQs, and assurances from the BMA's General Practitioners' Committee that they would be recommending GP practices and LMCs discuss local approaches with their local pharmacies and LPCs.

#### Prescription charge increase

Following the announcement of an increase to the NHS prescription charge, we issued a statement reminding people that we think prescriptions should be free for all and questioning why the Government finds it acceptable to put inflationary increase on their changes to patients when they refuse to offer community pharmacy any help at all with inflationary pressures. We also issued a new [Prescription Charge Card](#) explaining that the charge is a tax from the Government and highlighting the cuts to pharmacy funding.

### Pharmacy press queries

We continue to issue press statements and commentary on a very regular basis. Recent topics we have been asked about include the growth in the number of PCN pharmacists, an NMS antidepressant pilot, the impact of pharmacy closures, drug shortages, HRT PPCs, pharmacy pressures, plans for the Pharmacy Contraception service, and discount deduction changes. Ahead of our rebrand to Community Pharmacy England, CEO Janet Morrison had an in-depth interview with P3pharmacy. This piece will go into the May edition of the magazine and is timed to go public just before we rebrand.

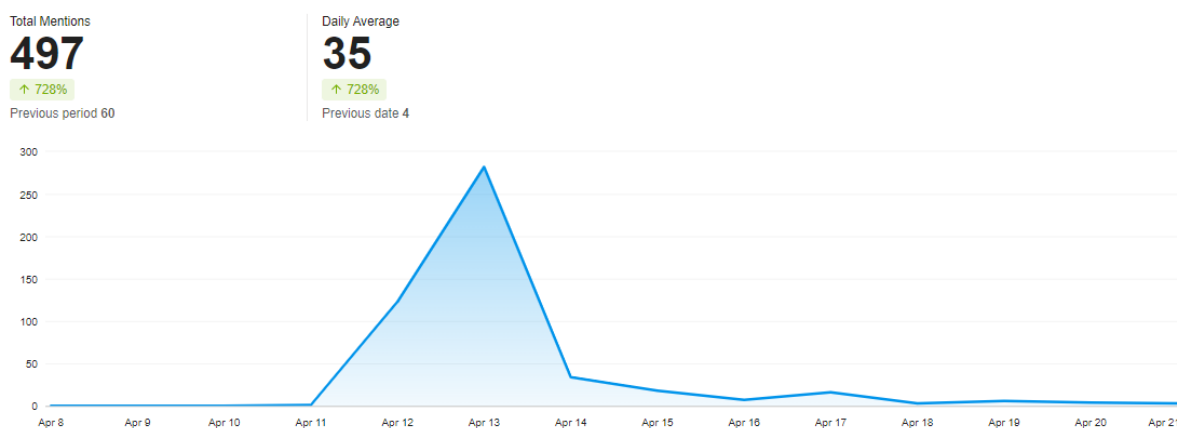
### National media work

PSNC has recently been quoted or mentioned in the following places:

Publication	Title/brief description	Mention
Daily Mail	<a href="#">Without your help, Rishi, many chemists will close for ever': For months, we have campaigned for a better deal for community pharmacies. Now, a powerful group including Boots and Lloyds has written to the Prime Minister pleading for urgent action</a>	Janet Morrison quoted
Pulse	<a href="#">Pharmacists are not trying to replace GPs, say sector leaders</a>	Janet Morrison quoted
Daily Mail	<a href="#">Ministers are fiddling while pharmacies burn': LORD GRADE says at a time when the NHS desperately needs local lifelines, the government must ease the crippling load to save thousands of community chemists</a>	Janet Morrison quoted

Daily Mail	<a href="#">After high profile shortages of HRT and antibiotics, Britain's pharmacists warn that supplies of sleeping pills and antidepressants are also running short, so can you safely swap to another drug?</a>	Suraj Shah quoted
The Times	<a href="#">Drug shortages cost the NHS £250m in one year</a>	Mike Dent quoted
Pulse	<a href="#">Pharmacy leaders hit out at NHS England ads redirecting patients from GPs</a>	Quote given as PSNC
Express	<a href="#">Pharmacy closures 'a national disgrace and a betrayal to the elderly and vulnerable'</a>	PSNC referenced
The Grocer	<a href="#">What Lloyds Pharmacy's woes says about the state of British chemists</a>	Janet Morrison quoted
Daily Mail	<a href="#">Get your implant from your pharmacist! Huge shake-up of NHS contraceptive rules will free up GPs</a>	PSNC referenced
Daily Mail	<a href="#">How a family loan may be all that's saving your pharmacy from closing: So why does the minister responsible for chemists have so little to say about crisis?</a>	PSNC referenced
The Sun	<a href="#">ALL CHANGE The 2 major changes to NHS prescriptions and fees set to hit millions this week</a>	PSNC referenced
Express	<a href="#">Pharmacies should be 'first point of contact' with NHS to reduce pressure on busy GPs</a>	Based on PSNC's YouGov polling and quoting Janet Morrison

The release of findings from the Pressures Survey increased mentions of PSNC in the press and social media significantly in mid-April:



In wider media work, following Pulse’s publication of an opinion piece from a GP that was defamatory to the sector ([Are pharmacists about to shut up shop?](#)), we wrote the following letter to the editor.

[BEGINS]

Dear Sir,

Re **Are pharmacists about to shut up shop?** I’d like to share three facts about community pharmacies:

- 1) Analysis of the CPCS shows that less than 12% of patients need referral back to their GP or to a hospital. The service can make a huge and positive difference for practices.
- 2) Pharmacies make 90% of their income from their NHS contractual funding. The ‘flogging’ of OTC medicine which Dr Copperfield talks about is not, and never has been, a money spinner. Ask any pharmacy about the health of their finances and you will see from the numbers that pharmacies continue to put patients first, to the detriment of their financial health.
- 3) Pharmacies’ NHS funding has been cut by 30% in real terms since 2016. This is well beyond the efficiencies that have been asked of the wider NHS and has pushed many businesses to the brink: 88% of contractors at a recent event told us they were now losing money.

Like General Practice, pharmacies are being decimated by Government and NHS policies. The answer to Dr Copperfield’s question is yes – many are extremely close to shutting up shop, and when they do, the 65 million patients that we see annually will be coming to see their local GP instead. All of primary care is in crisis: this is surely a moment for us to go into battle together, rather than pick one another off?

**Janet Morrison, PSNC Chief Executive**

[ENDS]

### Working with other teams

The PSNC Communications Team supported other teams in the following ways:

- Supported the Dispensing and Supply Team and the Regulations Team in communicating about the new prescription prepayment certificate for HRT products.
- Assisted Community Pharmacy IT Policy Manager Daniel Ah-Thion and a colleague from NHS Digital with a webinar about completion of the Data Security and Protection Toolkit for 2023. This was the first time PSNC used MS Teams to run a webinar, providing a more interactive platform for the session.
- Helped the Regulations Team with communications around the PSNC elections, including announcements about new Committee Members.

### 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
31/01/23	Tues	19.32	LPC News: January 2023	45.9%	5.9%	12.9%
24/02/23	Fri	14.59	LPC News: February 2023	42.8%	3.6%	8.4%
31/03/23	Fri	17.32	LPC News: March 2023	53.6%	19.9%	37.1%

#### Updates to the LPC Members’ Area

A range of information and resources continues to be available to LPCs within the LPC Members’ Area of the PSNC website, which is regularly updated by PSNC’s Contractor and LPC Support Team. Most recently, new guidance was published on LPC elections.



### **PSNC digital communications reports (full reports overleaf)**

**January 2023:** The most read topics this month were price concessions and Serious Shortage Protocols (SSPs). Our news story on the Department's decision to remove the transitional payments was also well read. The highest number of visitors to the website this month was on Monday 30th January: the day PSNC published detailed information for contractors about the upcoming elections for the new committee of Community Pharmacy England (CPE).

**February 2023:** The most read topics this month were price concessions and Serious Shortage Protocols (SSPs). Our news story announcing the rollout of Hormone Replacement Therapy (HRT) prescription prepayment certificate was also well read. The highest number of visitors to the website this month was on Tuesday 28th February, the day the final price concessions list for the month was published.

**March 2023:** The most read topics this month were price concessions and information about HRT prepayment certificates (PPCs). The highest number of visitors to the website this month was on Friday 31st March, which was the deadline for a number of contractual requirements as well as the day before HRT PPCs and a new NHS prescription charge came into force.

### **Conclusion**

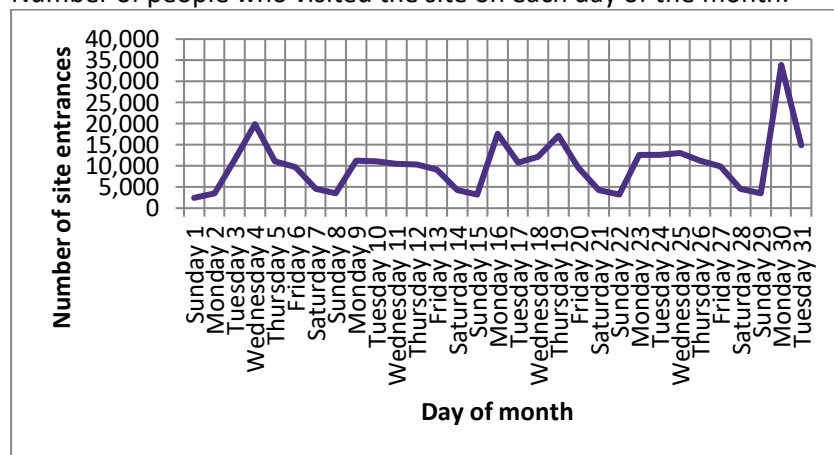
This paper has been created just for review; no action is required. However, we would welcome feedback or questions on any of the above from subcommittee members.

## January 2023 digital communications report

### PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	316,960
Number of unique pageviews	472,788

Number of people who visited the site on each day of the month:



### Most read

Pages	Views
Price Concessions	65,767
SSPs	32,667
PQS	28,072
Controlled drug prescription forms and validity	6,819
NMS	5,673

News stories	Date	Views
December Price Concessions – Final Update	30 Dec	5,578
DHSC to remove transitional payments from February	23 Jan	4,110

CPCF arrangements for 2022/23 and 2023/24 agreed	22 Sept	3,774
Further five SSPs issued for Pen V (all formulations)	31 Jan	3,609
Making a start on the new PQS	22 Sept	3,446

PSNC Briefings	Views
Summary of the training requirements for the 2022/23 PQS	8,818
CPCF services, PQS and Terms of Service – Important dates and checklist (v4)	1,806
Reducing the climate change impact of inhalers: environmentally safe disposal	1,466
PQS 2023/23 Action and Evidence portfolio workbook	1,144
EPS token ordering and escalation	494

Webinars/videos	Plays
NHS Digital Weight Management Programme (demo referral video)	49,520
GP CPCS Animation	1,352
PSNC PQS Digital Guide 2022-23	375
Value of Pharmacy Animation	355
Scope for regular SCR usage (extract from NHS Digital PSNC webinar)	202

### PSNC Newsletter

	Opens	Clicks	Clicks to opens
Averages each month	36.83%	3.41%	9.25%

### Social Media

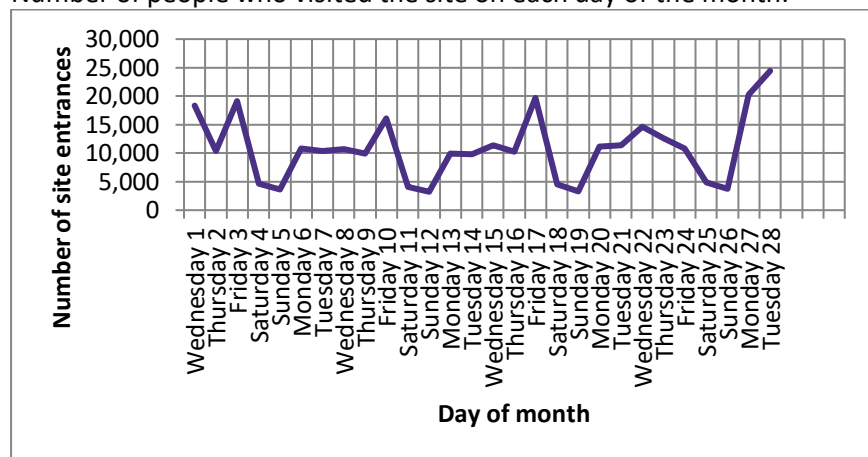
	Current month
Twitter reach	60,010
Twitter interactions	2,413

## February 2023 digital communications report

### PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	304,313
Number of unique pageviews	452,822

Number of people who visited the site on each day of the month:



### Most read

Pages	Views
Price Concessions	62,767
SSPs	50,900
Pharmacy Quality Scheme	27,008
Controlled drug prescription forms and validity	6,540
NMS	5,731

News stories	Date	Views
DHSC announces rollout of HRT PPC	21 Feb	8,938
January 2023 Price Concessions: Final Update	31 Jan	5,121

Pharmacy Pressures Survey: Please take part	31 Jan	4,697
Medicine Supply Notice: Zopiclone 3.75mg tablets	3 Feb	3,292
Making a start on the new PQS 2022/23	22 Sept	2,405

PSNC Briefings	Views
Summary of the training requirements for the 2022/23 PQS	6,787
Reducing the climate change impact of inhalers: environmentally safe disposal	1,084
PQS 2022/23: Action and Evidence Portfolio Workbook	912
CPCF services, PQS and Terms of Service – Important dates and checklist (v4)	599
Feedback from PSNC December webinars	175

Webinars/videos	Plays
NHS Digital Weight Management Programme (demo referral video)	49,520
GP CPCS Animation	1,352
PSNC PQS Digital Guide 2022-23	375
Value of Pharmacy Animation	355
Scope for regular SCR usage (extract from NHS Digital PSNC webinar)	202

### PSNC Newsletter

	Opens	Clicks	Clicks to opens
Averages each month	38.98%	5.69%	15.85%

### Social Media

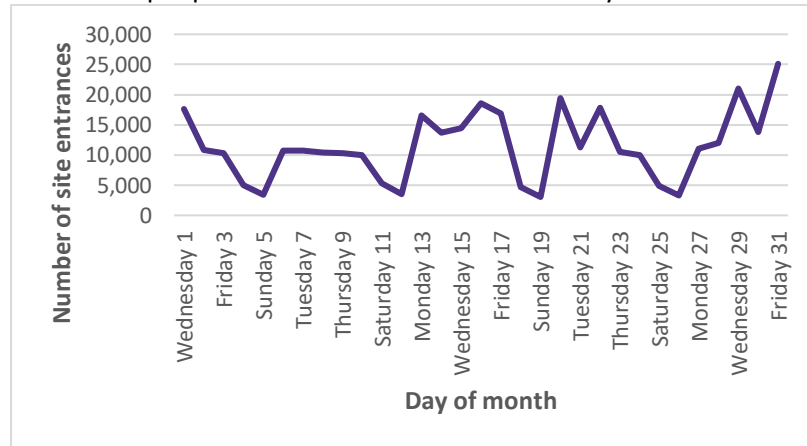
	Current month
Twitter reach	28,942
Twitter interactions	956

## March 2023 digital communications report

### PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	356,358
Number of unique pageviews	520,122

Number of people who visited the site on each day of the month:



### Most read

Pages	Views
Price Concessions	79,501
SSPs	41,461
Pharmacy Quality Scheme	18,902
Controlled drug prescription forms and validity	7,286
Hypertension case-finding service	6,548

News stories	Date	Views
New regulations to accompany the introduction of HRT repayment certificates (HRT PPCs)	3 Mar	15,134

DHSC announces rollout of HRT PPC	21 Feb	14,342
Prescription charge rises to £9.65	10 Mar	6,306
March 2023 Price Concessions 1st Update	15 Mar	6,107
February 2023 Price Concessions Final Update	28 Feb	5,377

PSNC Briefings	Views
008/23: FAQs to support DHSC guidance on the new HRT prescription prepayment certificate (HRT PPC)	894
006/23: CPCF services, PQS and Terms of Service – Important dates and checklist (v5)	875
030/22: Reducing the climate change impact of inhalers: environmentally safe disposal	690
024/21: Reducing the climate change impact of inhalers: environmentally safe disposal	296
007/23: Regulatory easements to seek to reduce costs and bureaucracy and ensure patient safety	275

Webinars/videos	Plays
On-demand webinar: Data Security and Protection Toolkit (2023)	139
PSNC CEO discusses pharmacy closures on BBC Breakfast	1,452
PSNC PQS digital guide 2022-23	72
DMS digital guide.mp4	57

### PSNC Newsletter

	Opens	Clicks	Clicks to opens
<b>Averages each month</b>	38%	5.4%	14%

### Social Media

	Current month
<b>Twitter reach</b>	64,900
<b>Twitter interactions</b>	1,396

Subject	Parliamentary Engagement and Public Affairs
Date of meeting	May 2023
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.

### Political Engagement

#### Letter writing campaign encouraging MPs to write to the Government

At every opportunity, PSNC has encouraged MPs to write privately to the Health Secretary or Pharmacy Minister, raising their concerns about the current pressures in the sector. PSNC produced a template letter that could be amended as necessary. We have now had sight of almost 20 responses, which are all very similar and stated the government position.

#### Letter to the Prime Minister

Following on from the Primary Care NHS Recovery Forum on 7th January 2023, PSNC, along with 7 other pharmacy organisations, wrote to the Prime Minister setting out the current challenging landscape. Read the letter [here](#).

#### Workforce letter

PSNC, along with other pharmacy leaders have warned the Government about a lack of engagement with stakeholders around the development of its long-term workforce plan. A [joint letter](#) signed by representatives from 14 pharmacy organisations has called for reassurance that the workforce plan, expected shortly, will cover the entirety of the pharmacy workforce across the health service, including in community pharmacy.

#### Parliamentary questions

PSNC led a concerted effort to devise a PQ bank of relevant questions for parliamentarians. All of the PQs which we have worked with MPs on have now been answered. Below is a summary of all the grouped answers:

- “NHS England committed to working with the sector to undertake an independent economic analysis of National Health Service pharmaceutical services. This review will help inform the negotiation of the future contractual framework for community pharmacy.”
- “The Department and NHS England are monitoring the impact of the availability of the workforce on the provision of NHS pharmaceutical services and working with community pharmacy employers to maintain patient access to the services that are commissioned from contractors.”
- “We are looking at what community pharmacies in other parts of the United Kingdom and further afield offer. Much of what is offered in Scotland is already provided by English pharmacies and the impact of any additional arrangements, such as the supply of prescription only medicines, would depend on the scale and scope of those proposals.”
- “PSNC have, during formal consultation on years four and five of the current five-year deal, made a case for more funding. The Department and NHS England are jointly considering what should follow the end of the current CPCF 2019-24 five-year deal.”
- “The following table shows the number of community pharmacies that opened and closed in England in each of the last five financial years. This includes changes of ownership which are counted both as a closure and an opening.”

### **Health Committee evidence session**

On 3rd February, the Commons Health and Social Care Committee held a session with the Health Secretary Steve Barclay MP on the Work of the Department. PSNC briefed the APPG Chair, Taiwo Owatemi MP on several themes she may like to cover in her questioning. The full transcript can be viewed [here](#).

### **Health Committee inquiry**

We submitted a response to a call for evidence to help the Committee to devise the terms of reference for a broader inquiry to be announced in due course. Our submission focussed on community pharmacy's future service potential related to the prevention agenda. Similarly, PSNC has submitted a response to the Committee's expert panel and will attend a virtual roundtable. It is expected that this report will precipitate a full inquiry on community pharmacy shortly.

### **Parliamentary debates**

Pharmacy was referenced frequently in debates in the Commons on the [Future of the NHS](#) and in the Lords on [GP Appointments](#), and [Healthcare in rural areas](#).

### **Meeting with Steve Brine MP**

JM and ZL met with the Chair of the Commons Health and Social Care Committee in Parliament. This was a productive introductory meeting at which Steve suggested that the committee could soon launch an inquiry focused on community pharmacy.

### **MP visits**

PSNC has been supporting local MP visits and engagement work on an ongoing basis, directing people to various resources on our [website](#). MPs to have had pharmacy visits (or planned visits), as a result of PSNC engagement or support for local pharmacies or LPCs include:

- Christian Wakeford
- Peter Bottomley
- Neil O'Brien
- George Howarth
- Priti Patel
- Karl McCartney
- Nigel Huddleston
- Victoria Atkins
- James Cartlidge

### **Liberal Democrat Engagement**

GF met with a Liberal Democrat health advisor, who is also aid to Health spokesperson Daisy Cooper, in Parliament. Following on from this, PSNC contributed to the development of a draft letter to the Health Secretary designed to come jointly from councillors and MPs. This was to be included in a campaign pack for the 2023 local elections, alongside local data on community pharmacy services and closures.

### **Meetings with Peers**

Following on from positive engagement, after which Lord Scriven agreed to add his name to a PSNC facilitated letter to the Health Secretary, JW and JM met with Lord Scriven and Lib Dem health spokesperson in the Lords, Lord Allen of Hallam.

### **Parliamentary debate**

In a Westminster Hall [debate](#), former Home Secretary Priti Patel MP spoke in strong support of her local community pharmacies, using various material that PSNC had previously circulated to contractors and LPCs.

### **PMQs on Community pharmacy**

In Prime Minister's [questions](#), Steve McCabe MP, used his question to ask the PM about pharmacy closures due to a "vicious contract which takes no account of rising costs". Responding, the PM praised the work that community pharmacies do. "The Government is exploring ways that we can support them to do even more".

In another session of Prime Minister's [questions](#), Sir George Howarth MP dedicated his question to the issue of pharmacy closures and the need for Government to do more to support the sector, including commissioning a fully funded Pharmacy First service. Sir George is an active supporter of community pharmacies and has attended several recent pharmacy-focussed parliamentary events.

### **Peers oral question on community pharmacy**

As part of PSNC engagement with peers, Baroness Cumberlege tabled an [oral question](#): To ask His Majesty's Government what plans they have for making the best use of community pharmacies". Eleven other peers then followed on with their own related questions for the Government Minister. PSNC briefed Peers across all parties ahead of the session, with many speakers referencing our most recent briefing.

### **Labour NPF submission**

PSNC made a submission to the Labour Party's National Policy Forum, which will inform the creation of their next manifesto, in advance of the 2024 General Election. Our submission focussed on suggestions for how community pharmacy can ensure public health services prevent worsening population health, ensure pandemic preparedness, address widening health inequalities, as well as ideas for strengthening primary care and to shift healthcare where possible into the community. We are continuing to engage with Labour's health policy advisor and hope to engage with them and with the Shadow Health Secretary through our vision work.

### **Peers roundtable**

PSNC supported Baroness Cumberledge to host a House of Lords roundtable: 'Community Pharmacy's Role in the Primary Care Recovery Plan'. Amongst the attendees was Baroness Wheeler, the Labour Spokesperson for Health and Social Care in the Lords. The Chief Executive of the King's Fund, Richard Murray, was also present to brief Peers on the work he is doing for PSNC on the vision of community pharmacy.

### **HSNK LPC / MP roundtable**

Sir George Howarth MP and Marie Rimmer MP were keen to organise a roundtable bringing together local and national pharmacy leaders with pharmacists in their region to hear about the current challenges the sector faces. Janet Morrison attended this event and gave the MPs and attendees an overview of the national challenges as well as her thoughts on what the recently announced primary care Access Plan means for the sector.



### Primary care recovery plan: statements

As Secretary of State for Health Steve Barclay [announced](#) the plans to invest £645m in the sector in Parliament on Tuesday, he praised the clinical expertise in the sector and the huge resource that it offers. MPs from all parties then asked questions, with Jackie Doyle-Price MP praising pharmacists' skills, Health Select Committee Chair Steve Brine MP asking how soon the money could reach pharmacies, and APPG Chair Taiwo Owatemi MP calling the plans 'a step in the right direction'.

In a similar session in the House of Lords, Baroness Wheeler said that Labour supports the extended role for community pharmacies, whilst also recognising that 'much now needs to be discussed by the PSNC, the Department of Health and NHS England'. Lord Bellingham declared his support for the Pharmacy First initiative, which he felt could be 'a lifeline to lots of pharmacies that are under pressure'.

Ahead of these Parliamentary sessions, PSNC had emailed almost 50 supportive MPs and Peers to thank them for their help with getting the support for Pharmacy First but also to emphasise that the Government's announcement won't be an overnight fix for pharmacies.

### APPG on Coeliac Disease

Rosie Taylor gave evidence to an APPG session on 'Supporting primary care to better identify coeliac disease'.

### APPG for Pharmacy

The APPG for pharmacy held a parliamentary roundtable session in March which was attended by MPs, Peers and pharmacy leaders. The group will shortly hold a parliamentary drop-in session based on the theme '10 things you didn't know about pharmacy'.

Following on from the launch of the Manifesto in January, Reena Barai, on behalf of PSNC, along with other pharmacy representatives and MPs, [handed in](#) a letter to the Prime Minister. The letter focused on the key recommendations of the manifesto and called on the PM to "work with the sector and the APPG to urgently explore how pharmacies can support efforts to clear NHS backlogs, increase access to primary care and support the nation's healthcare challenges".

### Save Our Pharmacies campaign

The Save Our Pharmacies campaign focuses on highlighting both the pressures that pharmacies are under and the huge untapped potential of the sector – including to offer a Pharmacy First service – if appropriate resourcing is made available. The campaign was launched after PSNC called a meeting of all the pharmacy bodies in the New Year and then wrote a plan for the campaign. So far, the campaign has:

- devised the campaign messages and logo
- developed and launched a campaign [website](#), with various resources for both patients and pharmacy teams
- designed and distributed an A2 [poster](#) to all English pharmacies
- developed a patient [petition](#) which has more than 34,000 signatories
- organised a parliamentary roundtable [event](#)

As part of the campaign an [emergency roundtable](#) was held in parliament for MPs. The event was Chaired by Conservative MP, Stephen Hammond and focused on what community pharmacy's role in the Primary care recovery plan could look like.

The pharmacy organisations are now considering the next steps for the campaign.

### **Public Polling**

PSNC commissioned YouGov [polling](#) which has been useful in wider influencing activity. The polling has shown the strength of public support for pharmacies and for a Pharmacy First service. We have referenced this polling in communication with MPs and Peers as well as in our general briefings.

### **Engaging with wider stakeholders**

GF met with his opposite at the British Dental Association to share approaches to joint working and discuss and discuss upcoming topics of mutual interest. A further meeting with all the primary care representatives is planning following the publication of the primary care access plan.

### **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.