



# Communications and Public Affairs Subcommittee Agenda

**Date:** Friday 15th September 2023

**Start time:** 10.30am – 12.00pm

**Online Zoom Meeting**

**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 02/09/2023**
6. Outputs from Committee Meeting: Messaging and Actions **Confidential Appendix CPA 03/09/2023**
7. Annual Report 2022/23 **Appendix CPA 04/09/2023**
8. Public Affairs Activity Plan **Appendix CPA 05/09/2023**
9. SaveOurPharmacies Campaign: Next Steps **Appendix CPA 06/09/2023**

## Report

10. Pharmacy Communications and Engagement **Appendix CPA 07/09/2023**
11. Public Affairs and Influencing **Appendix CPA 08/09/2023**
12. Any other business



## Appendix CPA 02/09/2023

### 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)

<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: 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
<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		ZL



		Ongoing – already started	
<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>1. Vision &amp; Strategy (including consultation in March/April and launch in June)</li> <li>2. Rebrand (launch in April)</li> <li>3. Pressures Survey (February, then results in April)</li> <li>4. Economic review (ongoing)</li> <li>5. 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/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
<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	Most recently on negs and flu start delay
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT	Complete
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM	Pharmacy First polling complete, considering opportunities around vision
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	Second consultation webinar held, planning for engagement around launch
2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF	Engagement plans produced for launch and beyond, including roundtable series
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM	Preparing for launch including events in Parliament and with ICS, and media briefing – publication delayed by NT/KF
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	Complete
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ol style="list-style-type: none"> <li>1. Pressures Survey (April)</li> <li>2. Vision outputs (Summer)</li> <li>3. Winter pressures – possible polling or temp/permanent closures data (Autumn)</li> </ol>	Ongoing	ZL/GF/AW	Pressures Survey and Recovery Plan briefings completed. Summer briefing on general pressures and medicines supply developed. Briefing around vision is being prepared. Committee to discuss negotiation asks at September meeting.



2.7	4. Strategy and our negotiation asks (Winter) Supporting the APPG to reinforce our key messaging	Ongoing	ZL/GF	Ten Things event held in July covered key messaging on financial pressures. Tender process in progress re Secretariat support. Events scheduled and invites sent.  Briefings being updated for further round of visits through autumn. Complete  Ongoing Strategy being considered at September meeting.
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	Complete
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	Strategy completed and reviewed by Committee in March, delivery being overseen by CPA
4.3	Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH	Governance review underway
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT	Save Our Pharmacies campaign launched and plans for autumn work prepared



4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW	Underway – e.g. Committee Meeting polls, national event booked for 18th Sept Complete
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	
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW	
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	Ongoing
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW	Continuing to help policy leads as and when required
<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	Submitted response to Health Select Committee pharmacy inquiry Continuing to help policy leads as and when required
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/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"> <li>1. Vision &amp; Strategy (including consultation in March/April and launch in June)</li> <li>2. Rebrand (launch in April)</li> <li>3. Pressures Survey (February, then results in April)</li> <li>4. Economic review (ongoing)</li> <li>5. Contractual requirements (ongoing)</li> </ol>	Ongoing	ZL/MM/AW	<p>Preparations for vision launch underway Ongoing work around engagement strategy element of the rebrand – e.g. Committee Meeting polls &amp; national event scheduled for September Pressures Survey published Price concessions/meds supply webinar booked for 5th Sept Ongoing and planning to brief on Vision</p>
7.3	Plan schedule of proactive pharmacy press work/briefings	April	MM/AW	Ongoing and planning to brief on Vision
7.4	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April onwards	ZL/JW	Slides and summary produced after July meeting
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 warn 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	Further discussion scheduled with other pharmacy bodies in early September – plan drafted and shared in papers.
1.3	Communicate negotiations outcome	Pending negotiations	ZL	Announcement plans unknown at time of writing, but 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 04/09/2023

# Annual Report 2022/23

### Introduction

This paper provides an update on the key areas of progress made in delivering the Annual Report for 2022/23. It should be read alongside the draft pages of the Annual Report which will be circulated separately and as soon as possible (at time of writing they are just with the designer for some amends).

### Annual report progress

The annual report is scheduled for release by the end of September 2023.

We are currently working with design agency Senate Media to create a downloadable/printable PDF report, an interactive version, and some linked animations. This work has been ongoing throughout the summer, resulting in some draft PDF pages ready for subcommittee review – these will be circulated separately ahead of the CPA meeting as they are just undergoing a round of design and content feedback from us to get them closer to their final form.

The animations, each around one minute long, are currently in production. One will provide a bitesize summary of how we have fought on behalf of pharmacy owners during the past financial year, while the other will highlight our major plans for the next year. We are also developing the interactive report with Senate Media using the Shorthand platform.

### Subcommittee action

Draft pages for the annual report will be circulated as soon as they have been revised by the designers ahead of the CPA Meeting, and the Subcommittee is asked to:

- Review the current draft pages of the annual report and provide the Communications Team with feedback and any further thoughts for the annual report, including any ideas for further interactive content to sit alongside this.



## Appendix CPA 05/09/2023

# Public Affairs Activity Plan

## Introduction

The subcommittee has been considering our public affairs objectives and work on an ongoing basis. This paper sets out our proposed public affairs activity for the next Parliamentary session and beyond. The previously agreed public affairs objectives are included for reference – these may need to be further developed following the September full Committee discussions on both asks for the future CPCF and on vision and strategy.

With a General Election set to take place in 2024 (most likely in the autumn), upcoming negotiations on the CPCF, and the launch of the Common Conditions Service expected in early 2024, these will be important months to maintain and build further support among stakeholders, both political and across healthcare. In the lead up to the next General Election, it is critical that we feed into the development of the manifestos and wider policy (recognising that manifestos generally contain headlines only) across all three political parties.

## What are our objectives?

As per our public affairs and external engagement strategy (approved by this subcommittee in February), the two overall objectives that our public affairs work is supporting are:

*Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services*

*Objective 2: Laying the Groundwork for the Next CPCF*

Since the discussion in February we have been working towards our aims to get a shared strategic vision for community pharmacy with Government and the NHS; to have a re-think of community pharmacy's role in primary care (including with a specific goal of having a Pharmacy First service commissioned); and to secure a fundamental re-think of how pharmacies are funded and funding mechanisms so that pharmacy businesses can plan for future sustainability.

While some more detailed short-term objectives will emerge following the September Committee discussions (particularly on our asks for the future CPCF), and recognising the progress made on some of these points (e.g. with the £645m investment into community pharmacies and Common Conditions Service currently being negotiated, and the imminent



publication of an independent vision to inform discussions with Government and the NHS), we believe these objectives and aims still stand and we have planned a programme of work and events with them in mind, focusing on the following objectives:

- Pressing for sustainable funding and wider support
- Laying the ground for upcoming and future CPCF negotiations
- Working towards a shared vision for community pharmacy
- Influencing manifestos and party policy

### **Public Affairs Work Plan**

As above, much of our influencing work through the autumn and winter will continue to centre around the need to lay the ground for the negotiations on the CPCF for 2024/25 and beyond, and to influence political party manifesto and wider policy thinking. It will also be informed by both the outcome of the current negotiations and by the recommendations of the independent Vision for community pharmacy.

We have set out the public affairs workplan under these four key objectives below, and then listed the workplan in more detail in a timeline format in **Confidential Annex 2**. However, it is worth noting that all of the activities and objectives are closely linked, with almost all planned activities contributing to more than one of the four objectives. We will also, as ever, need to respond quickly to current events to take advantage of any political opportunities and to mitigate any emerging threats.

#### Objective: Pressing for sustainable funding and wider support

We are in the process of updating all our MP briefings including those on funding pressures. We will also prepare some messaging on our CPCF asks for 2024/25.

We will continue to use the full range of Parliamentary tactics to get across the need for sustainable funding for pharmacies and the huge pressures they are currently facing, using coordinated pharmacy visits working with the LPCs, supporting LPCs to run regional events for key MPs, and having direct meetings with key MPs with a focus on health and Treasury teams, as well as Parliamentary Private Secretaries and Members of the Health and Social Care Select Committee.



We recently discussed pharmacy closures with LPCs on CLOT, noting that MPs in areas in which pharmacies are closing are increasingly wanting to campaign against this. This is very helpful where MPs understand that the closures are a consequence of Government and NHS policies and are willing to press for change. We have already seen some useful contributions from MPs on this and we will be supporting LPCs on this through the autumn and winter, with pharmacy closures likely to be the topic of further briefings and Parliamentary events.

The Health Select Committee's inquiry into community pharmacy will be a key route through which we can amplify our key messages and the CEO is expected to be invited to give evidence to that. We are pleased that Chris Green MP, a member of the Committee, will chair our event at Conservative Party Conference.

We will also continue to support the work of the APPG and ensure, in so far as we can, that the Group looks into this most pressing of topics for community pharmacies, and we have included a separate draft plan in these papers for the next phase of the Save Our Pharmacies campaign.

Objective: Laying the ground for future and upcoming CPCF negotiations

As set out above, we are in the process of updating our briefings on pharmacy funding and our asks for the CPCF and will use all channels to get across the messages within these. We will seek strong Parliamentary advocates through the autumn to brief individually on our asks for the CPCF in 2024/25 to ensure that they are well educated on this and can write to Ministers. We will consider another coordinated letter-writing campaign to Ministers ahead of the negotiations setting out the support for our asks.

In recent months we have supported some LPCs and MPs to host regional events in which MPs have the opportunity to meet with local pharmacy owners and learn more about the challenges they are facing. This has been quite a useful format and we will look to repeat this exercise over the next six months for a small group of key target MPs who we believe are likely to keep their seats in the election. This will include MPs who currently hold Government or Shadow Ministerial positions in health or Treasury. This will help us to ensure that key MPs remain fully briefed on community pharmacy, meaning we can quickly engage with them ahead of future negotiations.

We also want to continue to use as many wider advocates as we can to press for the solutions that community pharmacy needs and wants. Partnering with people outside of pharmacy can



provide an even more powerful voice in favour of our policy asks. Joint work recently has included our medicines supply event with the Nuffield Trust, Healthwatch and the HDA present, as well as our letters to Ministers over the flu vaccination start date in which we partnered with Seqirus and others. We will continue to look for alliances like this, and our work with the other primary care professions will also ramp up over the coming months as we work with them to lobby around the need for further investment into primary care.

In the autumn, we plan to host a series of policymaker roundtable discussions on expanding the provision of services offered by community pharmacies. During this process we would seek to engage senior NHS figures, in particular. One of the themes for discussion will be on future vaccination policy and what future role community pharmacies could play in increasing provision of adult vaccinations such as shingles and pneumococcal. Planning on this is at an early stage, but we envisage holding this event as a small private roundtable with senior government advisors, representatives from appropriate think tanks, in addition to NHS figures.

Almost all of our other public affairs activities ultimately also contribute towards this objective.

#### Objective: Working towards a shared vision

The Nuffield/King's Fund vision provides a useful influencing tool and we have worked up public affairs plans, pending the full Committee discussions on wider strategy and implementation.

- The launch plans for the vision include a range of Community Pharmacy England summaries, a Parliamentary reception to help us engage with key stakeholders, and wider plans to disseminate to all potential advocates with the offer of a briefing meeting.
- We are also briefing MPs ahead of a debate on the future of community pharmacy.
- Party conference events at both Conservative and Labour Conferences will engage with key MPs and others, using the vision as a key conversation topic.
- We then plan to move into a phase of wider engagement on particular elements of the vision, arranging roundtables on some of the key topics within it to try to talk through the policies being proposed with key influencers such as patient groups and MPs. The intention will be in part to build a core set of advocates who are very well briefed on the proposals and can support some of our policy ambitions to both NHS and Government.

But by involving the NHS and Government we also hope to take forward constructive discussions with them on the future, with our goal of a shared view for the future in mind.

Objective: Influencing manifestos and party policy

As set out in **Confidential Annex 1** there will be whole range of people consulted on manifesto policy ahead of the General Election. As well as inputting directly into the policy forums where we can, and continuing to seek meetings with the party teams – we have been in contact with Wes Streeting’s policy advisors for some time, will shortly meet with the Liberal Democrat Teams, and will continue to brief current Special Advisors where we can – we will be looking to influence a core group of MPs (via pharmacy visits, and local events with LPCs) and others (such as think tanks) who we know will be influential on future policy.

**Next Steps**

Planning for the September and October public affairs activities are well underway with a view to rolling the plan out as per the detailed workplan set out in **Confidential Annex 2**.

**Subcommittee action**

The Subcommittee is asked:

- Reflecting on the Committee discussions this week, are these public affairs objectives right, and/or what are our key policy objectives now?
- Are there particularly influential wider partners or organisations that we should look to build alliances with?
- To review and comment on the public affairs plan as set out above and in **Confidential Annex 2**.



## Appendix CPA06/09/2023

# SaveOurPharmacies Campaign: Next Steps

## The campaign so far

The Save Our Pharmacies campaign was launched in January 2023, and was a joint initiative between us and AIM, CCA and NPA. The RPS chose to be involved as observers.

The purpose of the campaign was to precipitate closer working between pharmacy bodies on a programme of activities to lobby for fair NHS funding for pharmacies in England, including co-ordinating efforts to mobilise public support.

The campaign has focused on highlighting both the pressures that pharmacies are under and the huge untapped potential of the sector if appropriate resourcing is made available.

Through regular meetings coordinated by Community Pharmacy England, the group decided on a programme of work and set up a dedicated campaign website

(<https://saveourpharmacies.co.uk>) which has various resources including:

- Patient petition (attracted close to 100,000 signatures)
- Key messages for patients and the public
- Various digital posters/flyers
- MP briefing
- Twibbon
- Social media draft tweets and other content

The campaign group also arranged for an A2 SaveOurPharmacies poster to be sent to every pharmacy in England. In addition to this, the group organised a parliamentary emergency summit, chaired by Stephen Hammond MP.

## Next Steps: Spring and Summer Discussions

Following the announcement of the £645m investment in community pharmacies as part of the Government's Primary Care Access Recovery Plan, the pharmacy bodies met to consider the future of the campaign. At this first meeting we talked about when and how to bring the patient petition to a close, and about creating messaging to support the launch of the Common Conditions Service in due course. Over the summer we met again and discussed further ideas





such as bringing in patient groups and other advocates, making best use of the APPG, public polling and Parliamentary events.

Members of the group were conscious of the upcoming General Election and also of the ongoing negotiations on the £645m investment into pharmacies. We discussed the challenges around the need to both maximise positive relationships with Ministers (as indicated by the investment in the sector) and to paint the picture of what could be achieved with a fully supported pharmacy sector, while also continuing to press very hard for further investment and support.

The plan that follows is the Community Pharmacy England team's proposal based on the cross-sector discussions and follow-up ideas submitted to us by email. **Please note that this is a draft and is for discussion with the other pharmacy bodies.** Some of the ideas (as indicated below) have a cost attached and unless agreement can be reached between all the bodies on this expenditure, these may have to be taken forwards outside of the joint working programme.

### **Our Proposed Campaign Plan: Community Pharmacy Manifesto**

A General Election will take place in 2024 and with manifesto policy development now well underway this could provide a useful focus for the next phase of the Save Our Pharmacies campaign. Badging work in this way also gives us a way to engage across the political parties, creating support for pharmacies in whatever Government we end up with in 2024.

Influencing political party manifestos and wider policy effectively, while also building wide support for the sector's asks, are always useful and important things to do and while pharmacy bodies will be undertaking their own activities on this already, a joint piece of work would be a strong addition to this, helping to bring the sector together.

We therefore suggest the following workplan for the Save Our Pharmacies campaign:

**Briefing:** Create a joint Parliamentary briefing (or set of messages) to get across the current situation and very severe challenges for community pharmacies. This could include reference to the ongoing closures of pharmacies, making use of heat maps to target specific MPs. This briefing could then be used by all pharmacy bodies.

**Manifesto:** Building on this briefing, create a Community Pharmacy Manifesto which we can jointly launch and use both to influence party manifestos, but also as tool to continue to influence the current Government and NHS and wider party policies. We could create resources



for pharmacies to support the manifesto such as posters or leaflets, if there is appetite for this (although there would be a cost attached if we decided to print and distribute these centrally). Ahead of the Election, candidates from across all parties can be asked to pledge their commitment to the Manifesto as a useful way to engage with them in the election period. The Manifesto should keep the 'Save our Pharmacies' theme, setting out just how significant the problems facing pharmacies are and how catastrophic it could be if pharmacies are not given the support they need.

**Parliamentary Event:** Hold a Parliamentary event – possibly a roundtable to include some wider NHS stakeholders as well as political ones – to promote the Manifesto and our asks for the future, and to continue to brief MPs that community pharmacy needs ongoing attention and help if it is to reach its full potential.

**Media Work:** We could seek coordinated regional media coverage of the manifesto with a draft press release for LPCs and pharmacy owners to use.

**Website:** Update the Save Our Pharmacies website to promote our updated key messages and the Manifesto.

**Public polling:** Consider commissioning a series of small polls to reflect public sentiment (in support of our policy asks), especially as the election nears. (This would have a cost attached).

**Patient petition and patient groups:** We need to decide when and how to make best use of the petition, and we could seek partnerships with patient groups to get them to publicly support elements of the Manifesto. This could be via joint statements, or letters to Ministers or the NHS, or media releases, or a short report.

**Social Media:** This is the ideal place to bring the manifesto and our asks for the future to life through case studies and videos or other contributions from pharmacies. We would like to relaunch the campaign on social media if possible.

### What are our objectives?

- To continue to promote the value and potential of community pharmacy and the need to invest in and support community pharmacies.
- To agree a set of asks amongst the community pharmacy sector that will be helpful for joint lobbying, helping us all to press for more investment and support for the sector.
- To increase the likelihood that political parties will adopt our policy asks and include them in their own General Election manifestos and wider policies.

- To increase awareness and engagement with our key policy asks amongst politicians and policymakers, as well as the NHS and Parliamentary candidates, and all those who influence them.

The Community Pharmacy Manifesto should contain a series of key policy asks that the community pharmacy sector would like to see enacted in the near future. These should be relatively non-specific, to maximise engagement by politicians and increase the likelihood that political parties will adapt the asks in their own political manifestos. The policy asks should have several of the below characteristics:

- high impact, low cost
- cost-effective
- interesting and eye-catching
- set out to solve a problem or improve a situation
- relatively simple or framed in an easy-to-understand way

We also need to consider carefully how to align the policy asks with key NHS objectives and strategies, and they will need to take into account and be adaptable to the following political context:

### **Conservatives**

In the case of the Conservative Party, policies are likely to be focused on achieving the Prime Minister's five key pledges he set out in January 2023. As the Chancellor previously stated, the 2021 Spending Review will run its course to 2024/25. When Jeremy Hunt sets out his Autumn Statement later this year, it is unlikely there will be any major new spending commitments to healthcare.

At the moment the Government is focused on meeting its five priorities – particularly halving inflation – and most relevant to the Community Pharmacy England, the pledge to 'cut NHS waiting lists in half'. The commitment to the Common Conditions Service included in the [Delivery Plan for Recovering Access to Primary Care](#), in addition to other plans covering workforce and urgent care, are the Government's attempts to make inroads on this pledge.

### **Labour**



For the Labour Party, the manifesto will aim to show that a Labour Government will deliver real change if elected, and quickly. The Labour Party are particularly looking at what the first 100 days of a Secretary of State's term will look like and how a Labour Government could make significant progress into solving the multitude of NHS challenges. This includes shifting healthcare into the community, as it has long been briefing.

### **Liberal Democrats**

In the event of a hung parliament, the Liberal Democrats may lend their support to Labour, which in return Labour would be expected to pass a number of Lib Dem policies. In terms of primary care, the Lib Dems headline policy is to make it a right to see a GP within 7 days, or within 24 hours if urgent.

### **Suggestions of policy asks**

The cross-party Pharmacy APPG's manifesto for the future of community pharmacy, published January 2023, will be a useful guide for this as the APPG's asks were supported by the whole sector. The Manifesto could also embrace the findings of the Nuffield and King's Fund vision, which they have also developed in conversation with the sector. As well as this, some core topics below could be developed into clear asks which could form the basis of the manifesto.

### **Core funding**

In the lead up to the next CPCF

### **Pharmacy pressures**

Inflationary

Medicines market instability

Workforce

Increase in demand

### **Pushing for continuation and expansion of the Common Conditions Service**

Showcasing the successes of the Common Conditions Service.

Highlighting how investment could free up further GP capacity.

### **Independent Prescribing**



Ambitious commissioning to use these skills.

Investment to upskill the existing workforce.

### **Future service provision – and other ideas set out in the Nuffield/King’s Fund vision**

Preventing ill health and supporting wellbeing – such as through vaccinations

Provision of clinical care such as expansion of existing services (hypertension–case finding, smoking cessation, contraception)

Women’s health

Long-term condition management

Living well with medicines

### **Next Steps**

This plan of action has been put together by the Community Pharmacy England team drawing from the discussions with and the ideas from the other pharmacy organisations. We now need to go through this with them to see if they support it, and to decide together on the way ahead. A meeting has been scheduled for Friday 21st September in order to do that, with those unable to make that meeting invited to feed in by email. We hope to get broad agreement on the plans and to then be able to make rapid progress with the work and tactics.

### **Subcommittee action**

The Subcommittee is asked to consider the below questions:

- Is there any feedback on the proposed campaign plan and tactics – are these the right focus, should we be proposing other tactics to the group of pharmacy bodies?
- What asks might we want included in the Manifesto?
- Once we have developed the Manifesto, how should we best utilise it?

## **Appendix CPA 07/09/2023**

# **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.

### **Championing pharmacy**

We continue to actively champion and stand up for the community pharmacy sector, as well as highlighting more of our views and work on the website. Key recent examples are given below.

#### **Delay to start of flu vaccination service**

Following the release of the flu vaccination service specification, we issued strong statements to [the sector](#) and the [national press](#) condemning the potential delayed start date, and we led high-level influencing work to influence NHS England's final decision. This included [writing to the Pharmacy and Vaccines Ministers](#) as well as [to the Secretary of State for Health and Social Care](#), whilst encouraging LPCs and pharmacy owners to contact their MPs. Less than a week later NHS England announced that while the flu vaccination service would officially commence in October, pharmacy owners would be able to go ahead and vaccinate any patients who have already booked September appointments and be paid for administering them. This announcement was of course later superseded by the decision to [bring forward the autumn vaccination programme](#) – we described the policy to-ing and fro-ing as shambolic for pharmacy owners, and we will be lobbying alongside others for better planning to be in place for next year.

#### **Atorvastatin 80mg price concession**

Despite providing compelling data, DHSC refused to offer what we considered to be a reasonable concessionary price for Atorvastatin 80mg tablets in July. We continued negotiating throughout the month, but the price was imposed. Given the data we had received from pharmacy owners, we then made an exceptional request for a back-dated uplift of the prices for 80mg Atorvastatin and two other concession lines. Our appeal was successful for Atorvastatin 80mg tablets and [the previous price of £3.45 was raised to £3.91](#) for prescriptions submitted as dispensed in July 2023. Frustratingly, DHSC did not adjust the prices for the other requested lines. We issued full communications on this.

### **Engaging with pharmacy owners**

#### **Post-July Committee Meeting communications**



As discussed at the July CPA meeting, we provided the sector with a comprehensive update from our July Meeting. This included:

[Committee hears directly from pharmacy owners and LPCs at July Meeting](#): a news story providing high level detail of the agenda, a comment from the CEO, and linking to fuller information as described below;

- [Briefing O21/23: What pharmacy owners told us in July 2023](#): summarising the results of the pre-Committee polling;
- [Briefing O22/23: Summary of our July 2023 Committee Meeting](#): outlining the discussions the Committee and subcommittees had; and
- [Audio Blog: Key highlights from our July Committee Meeting](#): insights on the meeting from Committee Member David Broome in an audio format.

### **Vision engagement exercise**

We supported Nuffield Trust and The King's Fund to [gather feedback on their proposals for the future of community pharmacy](#). This was the final opportunity for pharmacy owners, LPCs and others in the sector to engage with the Vision ahead of its publication. In addition to running the survey, we hosted an online engagement event on the evening of 25th July for pharmacy owners to hear more from the authors of the report and discuss their proposals.

### **Upcoming: National engagement event**

We will soon be hosting [our first national engagement event for pharmacy owners](#). The online event, scheduled for September 18th from 7pm–8.30pm, will reveal more about our work and enable whole sector discussions on key issues. It will also give us another way to feed back to pharmacy owners about what happened at the September Committee Meeting (see [Appendix CPA 03/09/2023](#)).

### **Celebrating the sector's success**

#### **UK COVID-19 inquiry – Every Story Matters**

We have partnered with the UK Covid-19 Inquiry's Every Story Matters campaign, aiming to engage the community pharmacy sector and encourage pharmacy colleagues to contribute and share their experiences of the pandemic.



Recognising the vital role played by community pharmacies during the pandemic, the Inquiry is keen to collate unique stories and insights from pharmacists and teams. These stories once collected, will be submitted as evidence to help shape future policies and enhance our understanding of Covid-19's impact in the UK.

In recent months, we have promoted this campaign to pharmacy teams through our newsletter, which includes a link to a brief news story about getting involved on our website. Additionally, we've been granted access to a partner toolkit full of promotional resources and have actively shared posts about the campaign on our Twitter feed.

## Providing support

### Business continuity planning for temporary closures

To support pharmacy owners in meeting the new requirement to have a business continuity plan dealing with temporary closures, [we developed a briefing and a template plan that gave a comprehensive guide](#). It included the detailed requirements, guidelines on implementation, and additional factors to consider. A checklist was also added, which may be used in the event of a temporary suspension.

### Price concessions: growing concerns and webinar

The final price concessions for July came very late in the month and, despite ongoing discussions and representations from our team, several concessions were imposed at prices lower than we felt were acceptable. Pharmacy owners were particularly concerned about the price concessions set for Atorvastatin, which we did manage to improve the price of for the 80mg tablets (see above). We outlined our concerns and what we were doing to address the situation in a [July Price Concessions Update](#) to the sector.

The update also announced plans to host a webinar to explain how the concessions system works, the recent improvements to the process and what happens when pharmacy owners report increased prices to us. This is scheduled for 5th September.

### Upcoming: Rural Regulations workshop

We will be hosting [a workshop exploring the NHS Pharmaceutical Regulations regarding rural issues](#) on September 26th. The event will be facilitated by Charlotte Goodson, Adviser at Primary





Care Commissioning. The event offers a unique opportunity for LPCs and pharmacy owners operating in rural locations to discuss controlled localities, reserved locations, and historic rights with an expert in the field.

## **Blogs and Commentary**

### **[The £645m – so what’s happening now?](#)**

We released this blog from NT Member Stephen Thomas alongside a series of infographics to demystify the negotiating process, enhancing transparency and helping create a deeper understanding of the crucial work we are doing to shape the future of community pharmacies.

### **[Key highlights from our July Committee Meeting](#)**

As referenced above, Community Pharmacy England Committee Member David Broome provided an alternative viewpoint on our July Committee meeting in an audio blog.

### **[Chief Executive’s Blog](#)**

The Chief Executive issued a blog at the start of September to give pharmacy owners and the wider sector an update on the negotiations and look ahead to the work through the autumn.

## **Pharmacy press work**

We continue to issue press statements and commentary on a very regular basis – this work is now included in the [press statements section of our website](#). Recent topics we have been asked about or commented proactively on include the pay uplift for the public sector workforce, the record number of SSPs issued in December 2022, a PAGB report on OTCs and self-care, and pharmacy’s role in providing vaccinations.

Additionally, Community Pharmacy England was asked to respond to a series of comments about us and other national pharmacy organisations made by the CEO of AIM in an interview with the *Chemist+Druggist*. [Our response to the commentary](#) was published on our website, highlighting our efforts to lead joint working across the sector and our commitment to positive change.

## **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
31-Aug	Thur	17:36	LPC News: 31st August	57.35%	27.03%	47%
<b>Average</b>				<b>57.35%</b>	<b>27.03%</b>	<b>47%</b>

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.

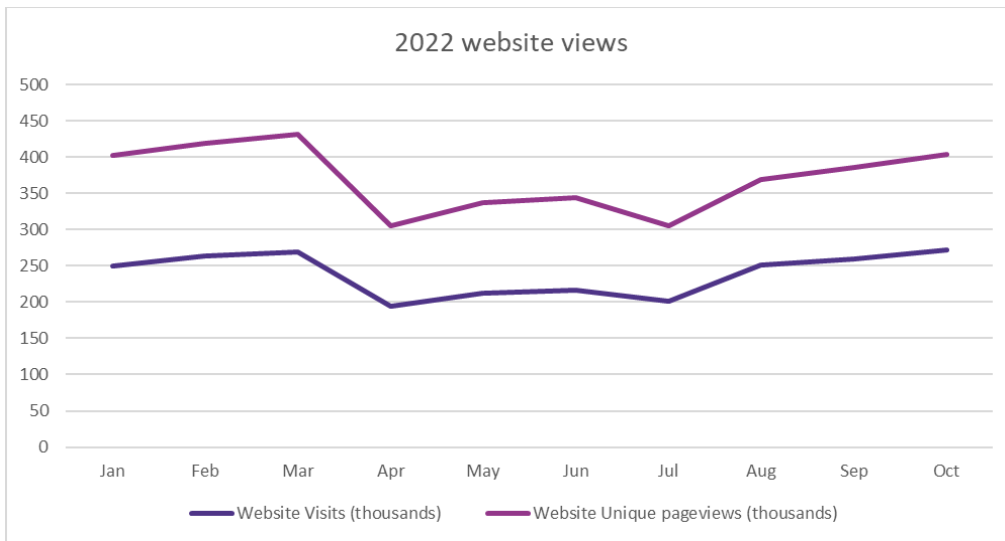
## Updates to the LPC Members' Area

- We have consolidated the [LPC Transformation Resources](#) into one link.
- The [updated contact details of CCA members](#) have been published, allowing LPCs to have the updated information necessary for sending voting papers to the contacts listed for CCA member companies.
- We have also published the [LPC Transformation Toolkit \(Stage 4\)](#), which includes a checklist and a toolkit of resources to guide LPCs through the final part of the 'model' timeline in June and July 2023. This stage primarily focuses on the implementation phase and provides support for the practical aspects of rebranding all LPCs to be known as Community Pharmacy, as recommended by RSG recommendation 32.
- Furthermore, we have updated the resources for the [Model LPC Constitution and Annual General Meetings index page](#).

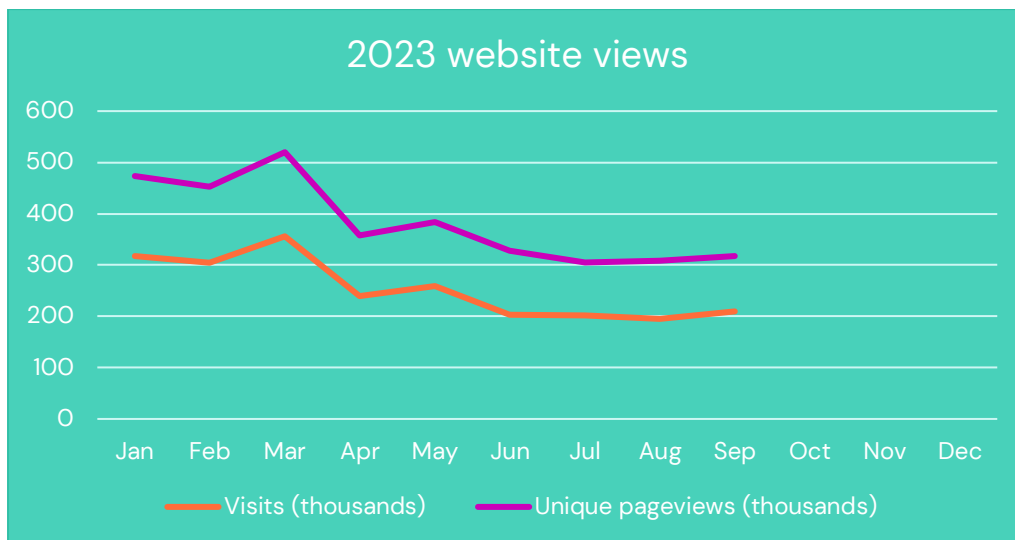
## Digital Communications

### Monitoring performance

We are continuing to keep an eye out for any impact on our website traffic post-rebrand. Summer always sees a dip in traffic (as demonstrated by the graph for 2022 below), so we are not overly concerned about the lower site entrances we are currently seeing. There continue to be significant numbers viewing our webpages and news stories, plus high levels of engagement with our newsletters and social media channels.



As the graph below shows, our website visits and page views for the summer months in 2023 are around the same as the levels in 2022. We expect both of these to go up through what will be a very busy autumn period for news and updates.



**Reports (full details overleaf)**

**July:** The most read topics this month were related to price concessions and the highest number of visitors to the website this month was on Monday 24th July, which was few days after we published the 3rd price concessions update for July 2023.



**August:** The most read topics this month were related to price concessions and flu and covid vaccinations. The highest number of visitors to the website this month was on Friday 18th August, which was the day we published the first update for August 2023 Price Concessions. There was also a relatively high number of visitors on Thursday 31st August, which was a day after we published the final update for August 2023 Price Concessions.

### **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.



## July 2023 Digital Communications Report

### Website

Number of site entrances	194,948
Number of unique pageviews	309,118



Most read pages	Views
Price Concessions	61,759
Hypertension case-finding service	5,438
Price concession archive	4,204
Report product over Drug Tariff price	3,883
Special Container Database	2,704

Most read news stories	Date	Views
June 2023 Price Concessions Final Update	30th June	4,890
July 2023 Price Concessions 1st Update	13th July	4,804
July 2023 Price Concessions 3rd Update	21st July	3,764

June 2023 Price Concessions 2nd Update	16th June	3,169
July 2023 Price Concessions 2nd Update	18th July	2,989

Most read briefings	Views
Briefing O16/23: CPAF screening process for 2023/24	761
Briefing O15/23: Briefing for pharmacy teams – the Community Pharmacy Hypertension Case-Finding Advanced Service	256
Briefing O23/23: Business Continuity Plan for Temporary Suspensions	229
Briefing O13/23: Updated Guidance on the Community Pharmacy Hypertension Case-Finding Advanced Service	
PSNC Briefing O17/22: CPAF screening process for 2022/23	246

Webinars/videos	Plays
GP CPCS animation	579
David Broome Audio Blog	277
The NHS Community Pharmacist Service (CPCS)	128

Newsletter	Opens	Clicks	Clicks to opens
Averages for the month	38.74%	9.86%	17%

### Social Media

Twitter reach	31,600
Twitter interactions	3,010

## August 2023 Digital Communications Report

### Website

Number of site entrances	208,935
Number of unique pageviews	317,913



Most read pages	Views
Price Concessions	55,958
Serious Shortage Protocols (SSPs)	12,438
Hypertension case-finding service	5,100
Flu Vaccination Service	4,911
Special Container Database	2,785

Most read news stories	Date	Views
July 2023 Price Concessions Final Update	31 Jul	4,671
Flu vac service spec published	4 Aug	3,743
Autumn (C-19 & flu) vaccination programme brought forward	30 Aug	3,567
July 2023 Price Concessions 1st Update	13 July	2,954

NHSE opens EOI process for autumn C-19 vacs service	4 Aug	2,880
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Most read briefings	Views
Briefing O25/23: Draft regulations for Original Pack Dispensing	846
PSNC Briefing O07/23: Regulatory easements to seek to reduce costs and bureaucracy and ensure patient safety	591
Briefing O24/23: Guidance on the 2023/24 Seasonal Influenza Vaccination Advanced Service	257
Briefing O15/23: Briefing for pharmacy teams – the Community Pharmacy Hypertension Case-Finding Advanced Service	203
Briefing O23/23: Business Continuity Plan for Temporary Suspensions	203

Webinars/videos	Plays
GP CPCS animation	490
The NHS Community Pharmacist Service (CPCS) For NHS 111	114
DMS digital guide	86

Newsletter	Opens	Clicks	Clicks to opens
Averages for the month	38.73%	3.75%	9%

### Social Media

Twitter reach	37,762
Twitter interactions	3,259 (32)



## Appendix CPA 08/09/2023

# 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 recent work to engage with Parliamentarians and build relationships with the national media, as well as other public affairs work.

## Parliamentary engagement

Throughout the summer Parliamentary recess we have continued to liaise with MPs' offices and to assist with requests from them. We have been in touch seeking their support on pressing issues, such as the start date for the flu vaccination service.

We wrote to around 20 target MPs requesting their support on the proposed delay to the role-out of the Flu service. We asked them to write to the Minister raising their objections, which several MPs were happy to do. In addition to this, we provided LPCs and pharmacy owners with resources, including an MP briefing, so that they too could engage their local politicians on the issue.

We recently met with the Policy Research Unit (PRU), who are a pooled parliamentary research resource for Conservative MPs. Conservative MPs often look to the PRU for help in responding to specific casework or for briefings regarding upcoming parliamentary debates. We updated them on our public affairs plans for the coming months and offered to work with them on anything they need to support Conservative MPs. We have subsequently reached out to the Labour Party equivalent, the Parliamentary Research Service (PRS) and hope to meet with them shortly.

## Parliamentary events

### Vision launch reception

We are in the final stages of planning the reception to launch the Vision report, developed by The King's Fund and Nuffield Trust. We are limited by the room capacity, so are prioritising external stakeholders and policymakers over the pharmacy sector. We have a comprehensive Comms and Engagement plan for the launch of the vision, which will be shared with the Committee.



### **Medicines supply issues drop-in**

We held this successful parliamentary [event](#) to brief MPs on the ongoing medicines supply issues in July. At the event MPs heard from Community Pharmacy England representatives as well as pharmacy owners, and we were joined by representatives from the Nuffield Trust, Healthwatch England and from the Healthcare Distribution Association with whom we and others are working to agree on a set of principles to help pharmacies managing supply issues.

### **Westminster Hall Debate on the future of community pharmacies**

We are supporting Peter Aldous MP, who secured this debate via the Backbench Business Committee. Working with LPCs, we are engaging and encouraging as many MPs as possible to attend this important debate. We have also been working with Peter's LPC to facilitate a series of pharmacy visits over the summer so that he is well very informed about the different parts of the sector.

### **Health and Social Care Select Committee Inquiry**

We have been in contact with the Chair's office to discuss how we can work together to produce some joint comms that will be helpful to the progression of the inquiry. Suggestions include a written or video blog from Steve, talking about the inquiry, why the Committee has launched it, who should respond, etc; or a podcast interview. We anticipate the committee holding oral evidence sessions after conference recess, and expect them to invite Janet Morrisson to give evidence.

### **Party conference planning**

Planning for our party conference events is well underway as set out below. Both of these events will draw heavily on the content of the vision for community pharmacy being finalised by Nuffield Trust and The King's Fund.

### **Labour conference**





We have partnered with the Fabian Society who are hosting a private roundtable titled: The Heart of Primary Care: how can community pharmacies make Labour’s NHS fit for the future? We hope to secure the attendance of the Shadow Minister for Primary Care and Public Health, Karin Smyth MP as well as her Parliamentary aide, Ashley Dalton MP. We have also invited representatives from health charities, patient groups and local health leaders in the Manchester area.

**Conservative conference**

We are working with Luther Pendragon to hold a private roundtable event at the Conservative Conference. This will be Chaired by Chris Green MP, who is a member of the Health and Social Care Select Committee. The event is titled: ‘Delivering the PM’s NHS pledge: Does community pharmacy hold the key?’. The event will focus on the Government’s key commitment to alleviate NHS waiting lists and to bring care to patients where needed and at pace. Attendees will also consider the future of the sector following the prominence of community pharmacy in the Government’s plan for recovering access to primary care. We have also invited representatives from health charities, patient groups and local health leaders in the Liverpool area.

**National media coverage**

We have recently been quoted or mentioned in the following places:

Publication	Title/ brief description	Mention
Daily Mail	<a href="#">I fixed my torn tendon with duct tape and a washing up bottle – so was I right to do so?</a>	Community Pharmacy England mentioned. Reena Barai and Ian Strachan also quoted.
Daily Mail	<a href="#">Patients struggle to find life-saving statins as pharmacies run short of the anti-cholesterol drugs as prices soar</a>	CPE spokesperson
The Sun	<a href="#">DRUG SHORTAGE Warning to millions amid shortage of life-saving drugs across UK</a>	CPE spokesperson
Daily Mail	<a href="#">Outrage over month-long delay to flu jab roll-out as chemists demand NHS U-turns and starts scheme like usual in</a>	Alastair Buxton quoted



	<a href="#">September to avoid chaos for millions of patients and wasting vaccines</a>	
The Sun	<a href="#">Hundreds of local chemists are shutting their doors for good just as they are given more powers than ever</a>	Janet Morrison quoted
Daily Mail	<a href="#">Now experts call for more people to get a Covid booster as health bosses pull forward vaccination programme for vulnerable amid fears surrounding Pirola variant - but MPs call for calm and to 'treat it just like a seasonal flu'</a>	Alastair Buxton quoted
Daily Mail	<a href="#">Martin's pharmacy has opened every day for 50 YEARS... now a funding crisis could put him out of business</a>	Suraj Shah quoted

We continue to populate the [press statements section](#) of our website with our public statements and positions. We have been actively commenting on relevant issues in the media and wider healthcare news.

Highlights of this include:

- Our public statement warning that shortages of the cholesterol-lowering drug atorvastatin and an increase in its price is having a “serious impact” on pharmacies was reported by the [Daily Mail](#) and [The Sun](#).
- Mention of our last polling survey results in [The Sun on Sunday](#) which reported 70% of respondents were having issues financing their business and 83% said that the care provided to their patients has been negatively affected by economic conditions. The Sun on Sunday article which focused mainly on rising costs, closures and the financial and operational pressures on pharmacies across the country, also included a statement from Janet Morrison.
- Our strong statement opposing the delay to the start of flu vaccination service was covered by the [Daily Mail](#) and subsequently, our response to the Government’s reversal decision on the Covid-19 and flu vaccination programme was also reported in the [Daily Mail](#).



### **Future plans for national media coverage**

We are considering a media briefing for health journalists to enhance our visibility in national media. We have sought advice from Luther Pendragon and will potentially align this with the launch of the Common Conditions Service early next year.

### **Save our Pharmacies**

Please see the above paper for further information on this joint campaign.

### **Pharmacy APPG**

In July 2023, the pharmacy bodies agreed to progress with a re-tender process for the provision of the APPG Secretariat to support the MPs on the Group. The current agency were invited to engage with this process, but they declined to do so. The pharmacy bodies shortlisted four agencies who are being interviewed early in September with a view to appointing this month.

### **Joint work with other primary care professions**

We continue to work closely with the other primary care professions. Before the summer recess, we wrote jointly to the Shadow Health Secretary, Wes Streeting, requesting a private roundtable. We expect this to take place in the coming months. We are also working on a 'Beginner's guide to Primary Care' that we expect to be a useful resource in the coming months.

### **Conclusion**

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