



Communications and Public Affairs Subcommittee Minutes

Date: 26th June 2025

Start time: 3pm

Location: Hard Days Night Hotel, Liverpool

Note: These minutes have been redacted to protect conversations around any items of a confidential nature.

Members present: Tricia Kennerley (Chair), Clare Kerr, Prakash Patel, Sian Retallick, Ian Strachan (part).

In attendance: Alastair Buxton (part), Mike Dent (part), George Foote, Melinda Mabbutt, Fin McCaul, Has Modi, Janet Morrison.

Apologies: Lindsey Fairbrother, Zoe Long.

Conflicts of interest: None declared.

Minutes of the last meeting: The minutes of the meeting held on 1st May 2025 were approved by the subcommittee.

Matters arising: There were no matters arising. The actions from the last meeting had been completed or were ongoing.

Item 1: Subcommittee Workplan 2025/26

- 1.1 The progress updates in the paper were noted.

Item 2: Outputs from Committee Meeting: Messaging and Actions

- 2.1 The subcommittee had a broad discussion about what our messaging to the sector should be following the committee meeting.
- 2.2 Members stressed the importance of raising sector awareness about how the regular opinion polling is being used to inform our strategy and decision-making. We should continue to encourage input through regional events and polling.
- 2.3 Members discussed preparations for Community Pharmacy England's response to the upcoming NHS 10-Year Plan and reflected on critical ongoing work such as

implementation of the CPCF and pursuing the commitments in the settlement (as discussed in other subcommittees), plus the economic projects with PA Consulting. It was suggested that communications should highlight the value consultants bring, particularly in making our case in language that Government understands.

- 2.4 The subcommittee also noted the importance of clearly communicating the upcoming changes to several service specifications as part of the implementation of the CPCF settlement and a review of Pharmacy First.

ACTION 1: Summary of Committee Meeting to be published, reflecting the priorities indicated.

Item 3: Regional Events and Sector Engagement

- 3.1 MM talked subcommittee members through the plans for sector engagement in the coming months, including through the [regional workshop events](#).
- 3.2 Members noted communications were being stepped up amongst pharmacy owners to help increase attendance, supported by the Regional Representatives and LPCs.
- 3.3 Members discussed the progress of the 2024/25 annual report, noting that drafting is well underway. It was suggested that the messaging should be nuanced: while the funding settlement was a positive and much-needed development for the sector, a significant funding shortfall remains. Financial challenges are being felt across the board.
- 3.4 Members also emphasised the importance of highlighting the sector's success in delivering Pharmacy First, now in its first full year. Additionally, the annual report should talk about the impact of the change in Government and reflect the recent support received in Parliament, particularly through engagement with the All-Party Parliamentary Group (APPG).

ACTION 2: Continue promoting the regional workshop events and support LPCs to do so at a local level.

ACTION 3: Proceed with work to draft the 2024/25 annual report, incorporating the themes discussed.



Item 4: External Messaging

- 4.1 JM talked subcommittee members through the updated messaging for MPs and plans for further amendments following publication of the NHS 10-Year Health Plan as well as to incorporate the latest Pressures Survey results.
- 4.2 Members were content with this approach, noting that feedback from the plenary Committee session on this topic could be used as a framework.

Item 5: Pharmacy Communications and Engagement

- 5.1 The subcommittee noted the report.

Item 6: Public Affairs and Influencing

- 6.1 The subcommittee noted the report.
- 6.3 Members noted the success of the recent [LPC Chairs Forum](#) and the effectiveness of MP constituency briefings which are next due to be updated in September.

Item 7: Any other business

- 7.1 None raised.