



Communications and Public Affairs Subcommittee Minutes

Date: 1st May 2025

Start time: 2:15pm

Location: Hosier Lane, London

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

Members present: Tricia Kennerley (Chair), Lindsey Fairbrother, Clare Kerr, Sian Retallick, Ian Strachan

In attendance: Mike Dent (part), George Foote, Zoe Long, Melinda Mabbutt, Fin McCaul, Janet Morrison, Vicki Roberts, Anil Sharma, Rosie Taylor

Apologies: Prakash Patel

Conflicts of interest: None declared.

Minutes of the last meeting: The minutes of the meeting held on 6th February 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 Workplans: final update on 2024/25 and first for 2025/26

- 1.1 The progress updates in the paper were noted.

Item 2: Outputs from Committee Meeting: Messaging and Actions

- 2.1 Members noted that there are lots of communications going out to pharmacy owners, and we should ensure that the most important resources do not get lost.
- 2.2 We need to ensure pharmacy owners can easily access timelines of what they need to do with regards to the CPCF.

ACTION 1: Make CPCF information and timelines as easy to access as possible.



2.3 Members said we should ensure that the reasons for taking part in the Pressures Survey are fully understood by pharmacy owners, with the hope that this will help to drive engagement.

2.4 The subcommittee was also keen that we should fully communicate to pharmacy owners all the engagement work we have done, including the roadshows and webinars.

2.5 It was agreed that we should re-emphasise the political influencing work we are doing, and why, including that we are feeding into the NHS 10-year plan via the Partners Council.

2.6 Members noted the need to communicate around margin as much as possible.

ACTION 2: Summary of Committee Meeting and related information to be published, with ongoing updates on margin and other work.

Item 3: Communications and Public Affairs Planning

3.1 ZL talked subcommittee members through the ambitions and detail of the plans.

3.2 Members agreed on the need to more widely publicise the findings of the [Independent Economic Analysis](#), in all our ongoing Parliamentary engagement.

3.3 The subcommittee agreed on the need to be mindful in our messaging that we are shifting from explaining the recent funding deal to the implementation of the deal and what we want the future of community pharmacy to be.

3.4 Members had a discussion about the local elections and the need to keep monitoring the changing political landscape and keep engaging with MPs of all parties.

3.5 Members were keen to continue to partner with external organisations such as the British Heart Foundation, who could potentially help to spotlight pharmacy services.

ACTION 3: Work to deliver the plans, including hosting Parliamentary events and publishing the Pressures Survey results.

Item 4: Pharmacy Communications and Engagement

4.1 The subcommittee noted the report.



Item 5: Public Affairs and Influencing (Confidential)

5.1 The subcommittee noted the report.

Item 5: Any other business

6.1 None raised.