



## Communications and Public Affairs Subcommittee Minutes

**Date:** 25th September 2025

**Start time:** 3.30pm

**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:** Sukhi Basra, Alastair Buxton (part), James Davies, Mike Dent, Sami Hanna, Dame Jenny Harries, Melinda Mabbutt, Fin McCaul (part), Janet Morrison, Anil Sharma (part), James Wood (part).

**Apologies:** Prakash Patel.

**Conflicts of interest:** None declared.

**Minutes of the last meeting:** The minutes of the meeting held on 26th June 2025 were approved by the subcommittee.

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

### Item 1: Subcommittee Workplan

1.1 The progress updates in the paper were noted.

### Item 2: Outputs from Committee Meeting and Sector Polling

2.1 The Committee considered post-Committee communications and the need to provide as much information to the sector as we can, including reflecting back outputs of the summer regional events and polling, and explaining how all inputs had fed into the Committee's discussions about negotiations.

2.3 The subcommittee highlighted the importance of getting agreed messaging out promptly to Regional Representatives and to the whole Committee, and of communicating key

decisions to other pharmacy bodies promptly and collaboratively. This time, there was a key decision on composition to communicate quickly, noting that this is a positive step forwards. It was also suggested that Dame Jenny should give a message as the new Chair.

**ACTION 1: Summary of Committee Meeting to be published in line with the feedback.**

### Item 3: July Regional Workshop Events and LPC Meetings: Evaluation and Planning

- 3.1 The subcommittee felt that the workshop format of the events had worked well, noting the range of views expressed and also the low attendance of pharmacy owners.
- 3.2 It was agreed that regional events should be held again in 2026, and requested that we book in the 2026 events, plan for them to be held outside of school holidays, and tell LPCs and pharmacy owners our plans as early as possible.
- 3.3 It was agreed that more work is needed to help pharmacy owners to understand funding and the contract. The subcommittee discussed the possibility of an interactive learning tools (linked to CPD, and/or modelled as a course) to help with this.

**ACTION 2: Planning to continue for 2026 regional events, and review of the engagement strategy to be included in CPA's workplan for this financial year.**

**ACTION 3: Explore development of digital learning tools to help pharmacy owners to better understand funding and the CPCF.**

### Item 4: Communications and Public Affairs Planning

- 4.1 Zoe Long talked through the plans, noting that these were largely 'business as usual' plans in line with our existing public affairs and engagement strategies.
- 4.2 The feedback and ideas from the Committee were noted, including their confirmation of the positioning and tone that they wanted to take going into negotiations.
- 4.3 Other ideas to refocus messaging on patients and the public, to focus on messaging which the whole sector could get behind, to ensure we are engaging with emerging

political parties with a forward view to future elections, and to consider a joint letter to the Low Pay Commission were also noted.

- 4.3 The Chair shared some of her previous experiences of communications and stakeholder engagement in other organisations, noting that horizon scanning and identifying potential opportunities for traction are very important. Also the need to talk through positions on key Government ideas early on so that we can stay ahead of the curve.

**ACTION 4: Work-planning to continue in line with the Committee's feedback.**

### **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.

### **Item 7: Any other business**

- 7.1 None raised.