



Communications & Public Affairs (CPA) Subcommittee Minutes

Date: Thursday 12th September 2024

Start time: 3pm

Location: Hosier Lane, London

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

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

In attendance: Alastair Buxton, Phil Day, Mike Dent, Sami Hanna, Jas Heer, Sue Killen, Zoe Long, Melinda Mabbutt, Janet Morrison, Stephanie Reeves, Rosie Taylor, Adeola Wilson, James Wood.

Item 1: Welcome from Chair

1.1 The Chair opened the meeting and welcomed attendees.

Item 2: Apologies for absence

2.1 Apologies for absence were received from Lindsey Fairbrother and Ian Strachan.

Item 3: Conflicts or declarations of interest

3.1 No new conflicts or declarations of interest were raised.

Item 4: Minutes and matters arising

4.1 The minutes of the meeting held on 27th June 2024 were approved by the subcommittee.

4.2 There were no matters arising.

4.3 Actions from the last meeting had all been completed and are covered in the Agenda.

Item 5: Workplan for 2024/25

5.1 The subcommittee noted the progress on the workplan for 2024/25.

5.2 Consideration was given to the possibility of attaining some external marketing expertise to help with promotion of pharmacy services.



Item 6: Outputs from Polling and Committee Meeting

- 6.1 The Committee considered the ongoing pressures on the sector as indicated through the regular pressures tracker, and felt the tracker should continue.
- 6.2 Post-committee communications need to demonstrate that we are listening to the sector and understand the pressures, as well as talking about the direction of travel with Government and recognising the delay in negotiations. The update will also need to provide an update explaining that NHS England's IER project is now underway and covering the agreed changes as recommended by the Governance and People (G&P) Subcommittee.

ACTION 1: Summary of Committee Meeting to be published.

Item 7: Regional Engagement Events: Feedback and Review (joint paper with LCS)

- 7.1 The subcommittee considered the Regional Events feedback paper, and the discussion already held by LPC & Contract Support (LCS) Subcommittee, who felt that the engagement events had been worthwhile and planning for 2025 events should commence.
- 7.2 Members who had attended events reported that pharmacy owners appreciated the face-to-face interaction with Community Pharmacy England and it had helped change mindsets.
- 7.3 A number of suggestions for improvement were made around venues and timing, and that communications should make clear that pharmacy owners can attend any event, even if it's outside of their own region. The subcommittee also felt that it would be beneficial for more Committee Members to attend these events next time.
- 7.5 The subcommittee concluded that face-to-face events should happen in a similar way next year, but that the timing and 'small bursts' approach should be kept under review.

ACTION 2: Planning for 2025 regional events to take place in due course.



Item 8: Media and Communications Update

- 8.1 The subcommittee noted the wealth of data available to inform communications, media and public affairs work and were supportive of timing the release of this to maximise its impact.
- 8.2 The public communications campaign on Pharmacy First was considered and the subcommittee considered whether marketing expertise was needed to help designing public-facing resources.
- 8.3 It was recognised that our key messages are starting to cut through and the team was encouraged to keep doing what they are doing.

ACTION 3: Publication of data – including on the Advice Audit, YouGov polling and the Pressures Survey – to continue, along with associated media work.

Item 9: Public Affairs Planning

- 9.1 The subcommittee noted the volume of public affairs work that had taken place since the General Election and the very positive level of interest in the sector across the new Parliament.
- 9.2 Members were particularly interested to hear about the constituency data and other things that MPs are being briefed on, particularly at the recent event in the Houses of Parliament and the upcoming Labour Party Conference. The value of constituency-based data in engaging with MPs was recognised.
- 9.3 A discussion was held around plans for a drinks reception following the main LPC Conference event, which would provide an opportunity to engage with a range of wider stakeholders including parliamentary aides and charities.
- 9.4 The subcommittee was pleased with the work going on in this area and members were eager for the office to keep repeating it to help build up those advocates.

ACTION 4: Advocacy work to continue, including via an event on November 7th.



Item 10: Annual Report 2023/24

10.1 The subcommittee noted the report, and flagged some minor amendments.

ACTION 5: Publish the Annual Report by the end of September.

Item 11: Pharmacy Communications and Engagement

11.1 The report was noted.

Item 12: Public Affairs and Influencing

12.1 The report was noted.

Item 13: Any other business

13.1 None raised.