

Meeting Title	Board of Directors		
Date	18 <sup>th</sup> November 2021	Agenda item	Bo.11.21.18

## Communications Annual Update

Presented by	John Holden, Director of Strategy and Integration, Deputy Chief Executive		
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Lead Director	John Holden, Director of Strategy and Integration, Deputy Chief Executive		
Purpose of the paper	To present the Board of Directors with an update on communications activity during the last 12 months.		
Key control			
Action required	To note		
Previously discussed at/ informed by			
Previously approved at:	Academy/Group	Date	

### Key Options, Issues and Risks

The enclosed slide deck provides an update on communications activity for the last 12 months, and an indication of some upcoming projects which will require communications input and support over the next period. This is consistent with the Board work plan and the recommendations of Internal Audit that the communications function should provide a periodic update to Board.

### Analysis

#### Highlights

In the last 12 months the communications team have:

- Dealt with **237** media enquiries
- Issued **149** press releases
- Researched / sourced **322** stories/headlines for Mel's WRU
- Written **78** video scripts
- Produced **25** issues of Let's Talk
- Commissioned **43** screensavers
- Processed **663** FOI requests
- 1.53 million page views on the website
- 1.47 million page views on the intranet

Website and intranet usage has significantly increased over the last 12 months. The top 10 online pages show interesting trends. Viewers of the top 10 website pages can be split into three audiences:

- staff looking for quick links to online systems (eg: webmail, Employee Online);
- patients looking for maps / opening times and maternity information;
- potential new employees looking at the Our People / Join Our Team information pages.

The presence of the 'login' page in the top 10 intranet pages shows increased use of the intranet on mobile devices.

### Recommendation

The Board of Directors is asked to note the work undertaken by the communications team over the last 12 months and support for upcoming projects where required.

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Risk assessment						
Strategic Objective	Appetite (G)					
	Avoid	Minimal	Cautious	Open	Seek	Mature
To provide outstanding care for patients			g			
To deliver our financial plan and key performance targets			g			
To be in the top 20% of NHS employers					g	
To be a continually learning organisation				g		
To collaborate effectively with local and regional partners					g	
The level of risk against each objective should be indicated. Where more than one option is available the level of risk of each option against each element should be indicated by numbering each option and showing numbers in the boxes.	Low		Moderate	High	Significant	
	Risk (*)					
Explanation of variance from Board of Directors Agreed General risk appetite (G)						

Benchmarking implications (see section 4 for details)	Yes	No	N/A
Is there Model Hospital data relevant to the content of this paper?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there any other national benchmarking data relevant to the content of this paper?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the Trust an outlier (positive or negative) for any benchmarking data relevant to the content of this paper?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Risk Implications (see section 5 for details)	Yes	No
Corporate Risk register and/or Board Assurance Framework Amendments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Quality implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Resource implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Legal/regulatory implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Diversity and Inclusion implications	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Performance Implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Regulation, Legislation and Compliance relevance
<b>NHS Improvement: (please select those that are relevant)</b> <input type="checkbox"/> Risk Assessment Framework <input type="checkbox"/> Quality Governance Framework <input type="checkbox"/> Code of Governance <input type="checkbox"/> Annual Reporting Manual
<b>Care Quality Commission Domain:</b>
<b>Care Quality Commission Fundamental Standard:</b>
<b>Other (please state):</b>

Relevance to other Board of Director's Academy: (please select all that apply)			
People	Quality	Finance & Performance	Other (please state)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>