

Meeting Title	Open Board of Directors		
Date	16 November 2023	Agenda item	Bo.11.23.21

Communications – Annual Update

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Purpose of the paper	To present the Board of Directors with an update on communications activity during the last 12 months, 1 November 2022 – 31 October 2023.		
Key control			
Action required	For information		
Previously discussed at/ informed by			
Previously approved at:		Date	

Key Options, Issues and Risks

The enclosed slide deck provides an update on communications activity for the last 12 months, 1 November 2022 – 31 October 2023, and an indication of some upcoming projects which will require communications input and support over the next period.

Analysis

Highlights

In the last 12 months the communications team have:

- Dealt with **242** media enquiries
- Issued **113** press releases
- Researched/sourced **42** stories for Mel's Weekly Round Up
- Produced **27** issues of Let's Talk
- Commissioned **66** screensavers
- Processed **959** FOI requests
- 1.1 million page views on the website
- 2.1 million page views on the intranet

Intranet usage has increased by half a million pageviews over the last 12 months. The top 10 online pages show interesting trends, Thrive has maintained its place in the top 5. The numbers of staff accessing the intranet on mobile devices has continued to increase throughout the year, the bulk of the traffic remains on desktop devices.

Viewers of the top 10 website pages can be split into three audiences:

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

The vacancies page on our website is a new addition to the top 10 most viewed pages. It is a new page which links directly to the new TRAC recruitment system and offers further opportunities to promote BTHFT as a great place to work.

We have had excellent coverage on BBC Look North over the last year, culminating in a live broadcast from BRI for the NHS75 anniversary. Look North is the most watched news programme in Yorkshire. Enquiries from production companies for documentaries are down this year. Advertisers are scaling back

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campaigns due to tighter budgets so advertising revenue has decreased across the industry, resulting in less money and fewer programmes being commissioned.

Continued focus on internal communications has improved our use of digital channels and fostered more employee engagement, with increased coverage of events such as the Thrive leadership conference and Filipino appreciation day. We have worked closely with the OD team on several initiatives and trends in internal communications over the last 12 months have seen increased focus on employee wellbeing and diversity and inclusion initiatives.

Recommendation

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

Risk assessment						
Strategic Objective	Appetite (G)					
	Avoid	Minimal	Cautious	Open	Seek	Mature
To provide outstanding care for our patients, delivered with kindness				g		
To deliver our financial plan and key performance targets				g		
To be one of the best NHS employers, prioritising the health and wellbeing of our people and embracing equality, diversity and inclusion					g	
To be a continually learning organisation and recognised as leaders in research, education and innovation				g		
To collaborate effectively with local and regional partners, to reduce health inequalities and achieve shared goals					g	
<i>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.</i>	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
High Level 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"/>
Equality Diversity and Inclusion implications	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Performance Implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Regulation, Legislation and Compliance relevance
NHS England: (please tick those that are relevant) <input type="checkbox"/> Risk Assessment Framework <input type="checkbox"/> Quality Governance Framework <input type="checkbox"/> Code of Governance <input type="checkbox"/> Annual Reporting Manual
Care Quality Commission Domain: Choose an item.
Care Quality Commission Fundamental Standard: Choose an item.
NHS England Effective Use of Resources: Choose an item.
Other (please state):

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