

<b>NHS 24 BOARD</b>	<b>27 AUGUST 2020 ITEM NO 10.5 FOR APPROVAL</b>
<b><u>CORPORATE COMMUNICATIONS</u></b> <b>~ STRATEGY 2020 – 2024</b> <b>~ DELIVERY PLAN 2020 - 2021</b>	
<b>Executive Sponsor:</b>	Head of Communications
<b>Lead Officer/Author:</b>	Deputy Head of Communications
<b>Action Required</b>	The Board is asked to <ul style="list-style-type: none"> <li>• Approve the Communications Strategy 2020-24 which has benefitted from consultation with a range of stakeholders.</li> <li>• Note the Communications Delivery Plan for 2020-21 which is aligned with NHS 24's strategic objectives and the Annual Operating Plan.</li> </ul>
<b>Key Points</b>	<ul style="list-style-type: none"> <li>• The new Strategy sets out the ambitions of the Corporate Communications function and highlights its essential role in supporting the development and delivery of sustainable services.</li> <li>• The Delivery Plan is fully aligned with NHS 24's strategic objectives and is the mechanism by which the outputs of the team are monitored, evaluated and adapted.</li> </ul>
<b>Financial Implications</b>	All programmes will be delivered within the agreed budgets.
<b>Timing</b>	The strategy covers the period from 2020 to 2024 while the annual plan covers 2020 – 2021.
<b>Contribution to NHS 24 strategy</b>	The strategy and plan are aligned to NHS 24's strategic objectives and operating plans.
<b>Contribution to the 2020 Vision and National Health and Social Care Delivery Plan (Dec 2016)</b>	Both documents are drafted in the context of an evolving landscape where sustainable service delivery necessitates a flexible, adaptive approach.
<b>Equality and Diversity Impact Assessment (EQIA)</b>	All planned activity is carried out in line with NHS 24 policies on Equality and Diversity with appropriate guidance in these important areas, in which the audience is clearly identified and their needs delivered against as far as possible.

## 1. RECOMMENDATION

- 1.1 To ask the Board to approve the Communications Strategy 2020-24 and Annual Communications and Engagement Delivery Plan 2020-2021. The strategy and plan were approved by the Executive Team in June 2020.

## 2. HIGHLIGHTS

2.1 The Communications Strategy sets out the intent of NHS 24's Corporate Communications function in supporting the development and delivery of sustainable services, driving high quality staff engagement and promoting our organisations key role within the system.

2.2 The Strategy has benefitted from consultation with a range of both internal and external stakeholders including:

NHS National Education for Scotland	Digital & Content team
NHS Golden Jubilee National Hospital	Equalities and Participation
NHS Forth Valley	Service Delivery
NHS Lothian	IT
	Medical
	Dental
	Mental Health
	Workforce

2.2 The Strategy and Delivery Plan will be regularly monitored through Executive Team and through quarterly updates to the Staff Governance and Planning and Performance Committees.

2.3 Where programmes of work require it – e.g. staff engagement, Urgent Care Redesign Programme, MH services, bespoke and detailed communications and engagement plans will be developed.

2.4 The team are developing personal objectives which will be fully aligned with the Strategy and Delivery Plan.

2.5 The Delivery Plan is drafted in light of NHS 24's continued pandemic response, the requirements of the urgent care redesign pathway and will remain fully flexible according to the ongoing risk posed by COVID-19.

## 3. FINANCIAL IMPLICATIONS

3.1 All activity will be delivered under best value principles and in line with the core budget. Where the team are delivering communications services for other NHS 24 services funded through other directorate budgets, this activity will be delivered on the same principles or procurement and delivering best value.