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| <b>NHS 24<br/>BOARD MEETING</b>                                      |   | <b>17 JUNE 2021<br/>ITEM NO 10.4<br/>FOR ASSURANCE</b> |  |
| <b><u>CORPORATE COMMUNICATIONS</u><br/>DELIVERY PLAN 2020 - 2021</b> |   |  |  |
| <b>Executive Sponsor:</b>  | Chief Communications Officer  |  |  |
| <b>Lead Officer/Author:</b>  | Senior Communications Team  |  |  |
| <b>Action Required</b>   | The Board is asked to <ul style="list-style-type: none"> <li>• Approve the Communications Delivery Plan for 2021-22 which is aligned with NHS 24's Continuation and Remobilisation Plan 2021 and the strategic objectives within that plan.</li> </ul>                                      |  |  |
| <b>Key Points</b>  | <ul style="list-style-type: none"> <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> <li>• The plan was approved by the Executive Team on 8 June 2021</li> </ul> |  |  |
| <b>Financial Implications</b>  | All programmes will be delivered within the agreed budgets.   |  |  |
| <b>Timing</b>  | The Annual plan covers 2021 - 22.   |  |  |
| <b>Contribution to NHS 24 strategy</b>                               | The strategy and plan are aligned to NHS 24's strategic objectives and RMP objectives.  |  |  |
| <b>Contribution to national health and social care landscape.</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 NHS 24 Board to approve the Annual Communications Delivery Plan 2021 - 2022.

## 2. HIGHLIGHTS

- 2.1 The Communications Delivery Plan sets out the workplan for the corporate communications team and covers all core areas of responsibility to support the development and delivery of sustainable services, driving high quality staff

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engagement and promoting our organisations key role within the broader health and care system.

- 2.2 The Delivery Plan will be regularly monitored through updates to the Staff Governance and Planning and Performance Committees. A monthly communications update to the EMT will also be developed.
- 2.3 Where programmes of work require it – e.g. staff engagement, Estates Programme, MH services, 111 and the expansion of urgent care, bespoke and detailed communications and engagement plans will be developed in partnership with colleagues.
- 2.4 The team are developing personal objectives which will be fully aligned with the Delivery Plan and the objectives outlined in the Continuation and Remobilisation Plan 2021/22.
- 2.5 The Communications Delivery Plan is drafted in light of NHS 24's continued pandemic response 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 of procurement and delivering best value.