# NHS Golden Jubilee

### **Meeting:** NHS Golden Jubilee Board

### **Meeting date:** 25 July 2023

### **Title:** Communications and Marketing Annual Report 2022/2023

Responsible Executive/Non-Executive: Sandie Scott, Director of Strategic Communications and Stakeholder Relations

Report Author: Christine McGuinness, Communications Manager

## 1 Purpose

### This is presented to the NHS GJ Board for:

### Awareness

### This report relates to a:

* Annual Operation Plan
* Local policy

### This aligns to the following NHSScotland quality ambition(s):

* Safe
* Effective
* Person Centred

**This aligns to the following NHS Golden Jubilee Corporate Objectives:**

|  |  |
| --- | --- |
| **Corporate Objectives** | **Corporate Risks** |
| **1. LEADERSHIP, STRATEGY & RISK**Effective Executive Leadership and Corporate Governance for a High Performing Organisation  | F8 – Financial PlanningO9 – Waiting Times ManagementS17 – Recovery PlanW7 – Workforce Capacity and CapabilityB002/22 – Recruitment and Retention Executive Cohort |
| **2. HIGH PERFORMING ORGANISATION**High Performing Organisation – Establishing the conditions for success to enable excellent outcomes and experience for patients and staff | 023 – eHealth ResourcesS6 – Healthcare Associated InfectionsS10 – Cyber SecurityO21 – National Reporting of CT DataB001/22 – Ability to provide full Lab ServicesW7 – Workforce Capacity and CapabilityS3 – Innovation |

## 2 Report summary

## 2.1 Situation

The Communications and Marketing Annual Report for 2022/23 provides a high level overview of activity during the year, with combined results across all key performance indicators and a summary for each part of the organisation:

* NHS Golden Jubilee Board / Golden Jubilee University National Hospital
* Centre for Sustainable Delivery
* NHS Scotland Academy
* Golden Jubilee Conference Hotel

In addition, we have provide a 5-year comparison and lifetime analysis of key performance indicators and a summary of our future plans for communications and engagement.

## 2.2 Background

The Communications and Marketing team has a wide remit providing strategic and operational leadership, implementation and evaluation of the Board’s Communications, Marketing, Digital and Stakeholder Engagement strategies, projects and campaigns.

Whilst not covered in this annual report, the team also leads the organisation’s strategic relationships and partnerships with government, academia, industry and third sector partners.

## 2.3 Assessment

The Communications and Marketing team is responsible for developing and delivering internal and external marketing and communication plans, policies and strategies and for ensuring that staff, patients and the public are well informed of our services and engaged in any developments.

2022/2023 was another challenging but successful year for the Communications and Marketing team. We continued to make progress on rolling out our digital communications strategy in line with national timelines and met most of our targets despite an 89% increase in workload.

As well as increased demand in relation to Board and Hospital services, including our phase 2 expansion and COVID recovery, the team now also has additional responsibility for marketing, communications and stakeholder engagement activity for the Centre for Sustainable Delivery (CfSD), NHS Scotland Academy (Academy) and the Golden Jubilee Conference Hotel.

### 2.3.1 Quality Patient Care

The Communications and Marketing team contribute to quality patient care through the creation of patient information booklets and films to support realistic medicine and informed consent. We also provide service updates externally via media and our social media channels.

### Workforce

The Communications and Marketing team contribute to support the Well Informed and Involved in Decisions aspects of the Staff Governance Standards. We do this through regular internal communications as well as staff engagement on a range of topics and issues.

Following significant expansion of the remit of the Communications and Marketing team, we are currently reviewing our existing workforce against areas of growth to ensure that we have a fit for purpose service to support all Board services going forward. This will be dependent on additional funding.

### 2.3.3 Financial

The Communications and Marketing team is continuing to engage with Finance and service Directors to secure additional resources to implement a function that is fit for purpose going forward.

**2.3.4 Risk Assessment/Management**

The Communications and Marketing team is experiencing a sustained increased demand on services that exceeds capacity. Communications risks have been identified in a number of programmes and the department risk register is being regularly updated and monitored.

### 2.3.5 Equality and Diversity, including health inequalities

The Communications and Marketing team ensures that all of our content is accessible in both design and language.

### 2.3.6 Other impacts

The Communications and Marketing team support all services across NHS Golden Jubilee.

### Communication, involvement, engagement and consultation

The Communications and Marketing team work collaboratively with teams across NHS Golden Jubilee to develop and deliver marketing, communications and engagement plans in line with our Board strategy and corporate objectives. This includes detailed stakeholder analysis and mapping of each stakeholder group against the types of engagement appropriate to their levels of power and influence.

For each strategy and plan we also provide advice and tools for colleagues to involve, engage and consult external stakeholders (if Communications does not already have a relationship in place).

### Route to the Meeting

This has been previously considered by the following groups as part of its development. The groups have either supported the content, or their feedback has informed the development of the content presented in this report.

* NHS Golden Jubilee Executive Leadership Team, 24 May 2023
* NHS Golden Jubilee Staff Governance Group, 1 June 2023
* NHS Golden Jubilee Partnership Forum, 16 June 2023
* NHS Golden Jubilee Staff Governance and Person Centred Committee, 6 July 2023

## 2.4 Recommendation

* **Awareness** – For Members’ information only.

## List of appendices

The following appendices are included with this report:

* Appendix 1, Communications and Marketing Annual Report 2022/2023