

## Trust Board

<b>Subject:</b>	Communications Strategy		<b>Date: 22<sup>nd</sup> March 2017</b>	
<b>Prepared By:</b>	Jo Yeaman, Director of Communications			
<b>Approved By:</b>	Jo Yeaman, Director of Communications			
<b>Presented By:</b>	Jo Yeaman, Director of Communications			
<b>Purpose</b>				
To seek the approval of the Board with regard to the Communications Strategy			<b>Decision</b>	
			<b>Approval</b>	<b>x</b>
			<b>Assurance</b>	
<b>Strategic Objectives</b>				
<b>To provide outstanding care to our patients</b>	<b>To support each other to do a great job</b>	<b>To inspire excellence</b>	<b>To get the most from our resources</b>	<b>To play a leading role in transforming health and care services</b>
<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
<b>Overall Level of Assurance</b>				
	<b>Significant</b>	<b>Sufficient</b>	<b>Limited</b>	<b>None</b>
		<b>x</b>		
<b>Risks/Issues</b>				
<b>Financial</b>				
<b>Patient Impact</b>				
<b>Staff Impact</b>				
<b>Services</b>				
<b>Reputational</b>				
<b>Committees/groups where this item has been presented before</b>				
Board Development Session, Senior Leadership Team Development Session and Wider Staff Consultation Events. Staff Forum. Membership Communications and Engagement Committee. Governor Development Session				
<b>Executive Summary</b>				
<p>This communications strategy has been informed by many discussions with staff and external stakeholders, and with significant input from the staff engagement forum, Staff Side, Governors and Board members. It reflects best practice elsewhere, as well as what has proven to work well at the Trust. Much of the work identified in the strategy is already well underway and so, in a sense, formalises what we are already doing, or plan to do in the near future.</p> <p>Delivery of the strategy will support the Trust on our journey to becoming 'Outstanding' by ensuring that patients, staff, governors, members and stakeholders are engaged, consulted and informed of service developments, improvements and strategic direction by utilising the most relevant and appropriate media channels available. It aims to increase confidence in our services, support the improvement of staff morale and satisfaction, and improve our overall reputation.</p> <p>A communications strategy should be fluid and there is always room for development to ensure that it reflects the latest developments as well as stakeholder needs and preferences. As such it will be reviewed regularly by the communications team as well as formally by the Board once a year.</p>				