

## Board of Directors (in Public)

### Item 3.3

**Subject:** Communications Strategy  
**Date of Meeting:** 27 September 2022  
**Presented by:** Karen Nightingall, Chief People Officer  
**Purpose of Report:** For Approval

BAF Reference	Impact on BAF
N/A	N/A

<b>Level of assurance (please tick one)</b> <i>To be used when the content of the report provides evidence of assurance</i>					
<input type="checkbox"/>	<b>Acceptable assurance</b> Controls are suitably designed, with evidence of them being consistently applied and effective in practice	<input type="checkbox"/>	<b>Partial assurance</b> Controls are still maturing – evidence shows that further action is required to improve their effectiveness	<input type="checkbox"/>	<b>Low assurance</b> Evidence indicates poor effectiveness of controls

### 1. Executive Summary

The purpose of this paper is to introduce the new Trust Communications Strategy. This strategy sets out a vision for the development, delivery, monitoring and evaluation of a cohesive, proactive and high-quality programme of planned and reactive communications activities.

At the heart of this strategy and plans is a simple question: “Does this communications activity or output help us to achieve our vision of being ‘the best – leading and delivering outstanding heart and chest care and research’, as well as our mission to ‘provide excellent, compassionate and safe care for our patients and populations every day.’?”

The strategy has also been developed to help address some of the communication challenges the Trust faces and the importance of:

- Understanding LHCH’s digital needs
- Enhancing the LHCH brand
- Maximising all the resources available, both internally and externally
- Focusing on the future and efficiency of communications processes

The strategy aim is *to deliver the very best internal and external communications every day, which align with, and actively support LHCH's vision and strategic objectives.*

In addition, it focuses on communicating the right message at the right time, to the right audience using the right channels. This approach will help to ensure that our staff, patients, public and other stakeholders are informed, engaged, reassured, enthused and supported.

## **2. Developing the Communications Strategy**

The strategy was developed collaboratively by the Communications Team, following conversations with key divisional colleagues, engagement with the Chief People Officer, the Executive Team and Chair of the Board of Directors. It was important to engage and seek contributions from Trust colleagues.

One of the core components of this strategy is taking into account the priorities set out in the many other inter-related Trust documents, e.g. *Patients, Partnerships, Population; People Plan; Recruitment Strategy; and Fundraising Strategy.*

The impact of our Communications Strategy will be measured, in part, by the way it supports their delivery and implementation.

To enable the success of the strategy, six Trust-aligned key ambitions have been identified, alongside a number of identified actions. The strategy also outlines how success will be monitored and measured.

## **3. Conclusion**

The implementation of the new Communications Strategy will help the Trust address its internal and external communication challenges, whilst also proactively delivering even better, higher quality and more targeted communications.

## **4. Recommendation**

The Board of Directors is asked to approve the Trust Communications Strategy.