

Board of Directors (in Public)

Item 5.3

Subject: Communications Report
Date of Meeting: 29th April 2025
Presented by: Jane Royds, Chief People Officer
Purpose of Report: To Note

| BAF Reference | Impact on BAF |
|---------------|---------------|
| N/A | None |

| Level of Assurance (please tick) To be used to provide the Board / Committee with a guide on the extent of assurance and evidence of assurance provided within the report | | <input checked="" type="checkbox"/> |
|---|--|-------------------------------------|
| Level of Assurance | Description | |
| High | There is a strong system of internal control which has been effectively designed to meet the system objectives, and that controls are consistently applied in all areas reviewed. | <input type="checkbox"/> |
| Substantial | There is a good system of internal control designed to meet the system objectives, and that controls are generally being applied consistently. | <input checked="" type="checkbox"/> |
| Moderate | There is an adequate system of internal control, however, in some areas weakness in design and/or inconsistent application of controls puts the achievement and some aspects of the system objectives at risk. | <input type="checkbox"/> |
| Limited | There is a compromised system of internal control as weaknesses in the design and / or inconsistent application of controls puts the achievement of the system objectives at risk. | <input type="checkbox"/> |
| No | There is an inadequate system of internal control as weaknesses in control, and/or consistent non-compliance with controls could/has resulted in failure to achieve the system objectives. | <input type="checkbox"/> |

1. Executive Summary

The purpose of this report is to keep Board of Directors informed and provide a high-level update on Trust communications activities during quarter 4 (Jan-March 2025).

2. Background

This is the latest quarterly update provided to Trust Board.

3. Highlights During Quarter 4 (January – March 2025):

- Strategic comms meetings, planning, workshops and internal/external comms around LAASP, and UHLG, and board level changes.
- Initial discussions on LHCH Integration
- Taking comms lead responsibility for LHCH Integration and Data/Digital workstreams

- Initial planning and preparation of LHCH Annual Report & Accounts, and Quality Report 2024/25
- LHCH Matters newsletter issue 1 2025, written, designed and published
- Relaunched LHCH photo competition March 2025 (100+ entries submitted to date)
- Supported Cath Lab Team with comms for live cases filming
- External/internal comms re. heart failure rapid sequencing outcomes; improving care for heart failure patients; National Respiratory Physiology training for Speech and Language Therapists; NHS Staff Survey.
- Ongoing engagement and comms input re. 2024 cyber incident.
- Collaborating with Culture Lead on relaunch of Be Civil Be Kind
- Supporting LHCH Charity and working with Head of Fundraising on future plans
- Undertaking accessibility changes on LHCH website – converting patient information leaflets into HTML content
- Continuing membership activities, governor election planning and other corporate governance plans for 2025/26.
- Exploring approaches to AI adoption and seeking training opportunities for comms with partner organisations and national teams.
- Continuing to explore opportunities with TV production companies for dedicated cardiothoracic filming/programming.
- Initial planning and liaison with Exec Team and prospective sponsors for LHCH Grand Awards 2025
- Produce regularly monthly staff video stories for Board
- Produce regular monthly patient video stories for internal/external comms channels
- Continue planning and support for multiple health awareness days and events.
- Finalising LHCH overview video
- Supporting all divisions with strategic aims and objectives, and responding to internal campaign requirements
- Working with Divisional Leads/Clinical Leads, Research and LHCH Charity to explore PR opportunities.
- Comms support for LHCH Private Patient services.
- Leading on monthly Team brief and CEO monthly videos

SOCIAL MEDIA 2024/25

- 2024/25 total social media audience – 26,552
 - Facebook Users – 9,800
 - Instagram Users – 2,415
 - Twitter Users – 7,775
 - LinkedIn Users – 6,562

Twitter/X insights

- In keeping with other NHS organisations, we continue to monitor the appropriateness of using X as a platform, and await further guidance from NHS England.

Facebook insights

- Remains top performing platform, with most interactions from patient/staff content.

Instagram insights

- Most interactions with patient and staff content.

LinkedIn insights

- Best platform for clinical/professional content with increasing engagement trend

LHCH Website Users 2024/25

- 2024/25 total page views – 825,883 (*average 68,823 / month*)
- 2024/25 total site visitors – 308,000 (*average 25,666 / month*)
- Top 5 page views: Consultants; Vacancies; Search; Map; Contact us; Services
- 2024/25 total website enquiries needing responses: 1348 (*average 112 / month*)

4. Plans for Q1 (2025/26)

- Further strategic comms around LAASP, UHLG, workstream progress, LHCH Integration
- Complete LHCH Annual Report & Accounts and Quality Report
- Successfully secure full sponsorship for LHCH Grand Awards
- Support Nurses Day planning and preparations
- Complete corporate induction film
- Produce next LHCH Matters newsletter and continue membership activities, governor elections and other corporate governance plans for 2025/26.
- Complete LHCH photo competition and judging
- Continue working with Divisional Leads/Clinical Leads, Research and LHCH Charity to explore PR opportunities.

4. Conclusion

- Extensive strategic comms work delivered and progress made
- Excellent progress on LHCH Grand Awards 2025, and photo competition 2025
- Extensive divisional support
- Positive patient video stories and impact
- Good social media output with positive engagement across channels.
- More work to do on exploring/exploiting PR opportunities within limited resources.
- More work to do on exploring/exploiting AI learning and opportunities

5. Recommendations

Board of Directors are asked to note the contents of the report.