

Board of Directors (in public)

Item 7 CEO Report

Subject: Communications Report
Date of Meeting: 23rd September 2025
Prepared and presented by: Matthew Back, Head of Communications
Purpose of report: To Note

BAF Ref	Impact on BAF

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 1 (April-June 2025).

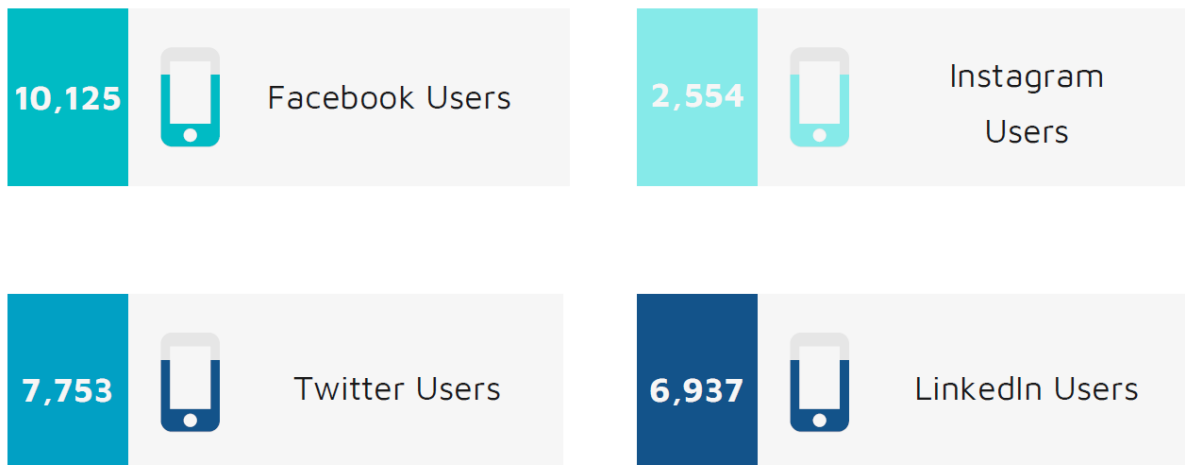
2. Background

This is the latest quarterly update provided to Board of Directors.

3. Highlights During Quarter 1 (April – June 2025):

- Successful production, completion and submission of LHCH Annual Report and Accounts 24/25 to Parliament.
- Supporting completion of LHCH Quality Report 2024/25.
- New LHCH Corporate video produced and shared – 40,000+ combined views
- Extensive UHLG/LAASP planning and meetings and strategic comms support
- Responsibility for comms on LAASP Data & Digital Programme / LHCH Integration
- Governor elections and support
- LHCH Matters newsletter produced
- Ongoing planning, administration support and weekly input with Council of Governors
- Launch of LHCH's Grand Awards 2025, including securing full sponsorship, event planning, nominations etc
- Comms support for multiple awareness days and staff wellbeing events
- Ongoing LHCH Charity communications and PR support
- Filming monthly patient and staff stories for Board / Team Brief
- Extensive divisional comms support
- LHCH Photo Competition 2025

SOCIAL MEDIA STATUS – END OF JUNE 2025



Facebook

- Facebook remains top performing platform. Staff and patient focused content has the highest interactions.
- Average new followers per month – 108 (gained 669 followers since Jan) – 58% increase in comparison to Jan-Jun 24.
- Reach so far for the year - 404,924. Average reach per month – 67,487 - 84% increase in comparison to Jan-Jun 24.

Instagram

- Average new followers per month – 61 (gained 366 followers since Jan) – 62% increase in comparison to Jan-Jun 24 stats.
- Reach for the year – 18,494. 45% increase in comparison to Jan-Jun 24.

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- 7,753 followers.
- Lost 22 followers since Jan.
- Content that performs the best is centred around staff, e.g. achievements such as EOTM, conferences, awards, recognitions...

LinkedIn

- Average new followers per month – 154 gained, 925 followers since Jan.
- 3,276 page views – average 546 per month.

4. Plans for Q2 (2025/26)

- Continued strategic comms focus around UHLG/LAASP.
- Finalise event, nominations and sponsorship for LHCH Grand Awards 2025
- Produce Summary Annual Review 2025 and support Annual Members' Meeting
- Finalise LHCH photo competition entries for display.
- Continue planning and support for health awareness days and events.
- Produce quarterly LHCH Matter newsletter and other routine documents.
- Maintain membership events/activities for 2025 and begin plans for 2026.
- Support all divisions with strategic aims and objectives, and be responsive to internal campaign requirements e.g. patient safety, research, education etc.
- Continue implementing consistent approach to social media comms for LHCH and LHCH Charity.
- Continue working with Divisional Leads/Clinical Leads, Research and LHCH Charity to generate quality PR coverage and exploit PR opportunities.
- Continue identifying / filming high quality patient and staff experience content.
- Comms focus on NHS Staff Survey and Flu Campaign.
- Continue exploring and analysing ways of exploiting AI from a comms perspective and ensuring appropriate messaging provided to patients/staff.

4. Conclusion

- Time consuming comms focus on UHLG / LAASP plans.
- Positive progress on LHCH Grand Awards 2025.
- Consistent high quality social media output.
- Extensive divisional support delivered.
- Well received corporate video available for staff to use/share.

5. Recommendations

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