

Townlands Stakeholder Reference Group Communications and Engagement Plan

1. Introduction/Background

The Townlands Stakeholder Reference Group (TSRG) bring together patients, carers and the public from the local community with Oxfordshire Clinical Commissioning Group (OCCG), the Royal Berkshire NHS Hospital Foundation Trust (RBH), Oxford Health NHS Foundation Trust (OHFT) and Oxfordshire County Council (OCC) to ensure public views and experiences are taken into account in the delivery and implementation of the Townlands Hospital Redevelopment.

One of the objectives of this group is to 'actively champion positive messages about the new model of care provided and to facilitate culture change and better community understanding'. All parties therefore will work together on this Communications and Engagement Plan supported by professional the communication functions of the NHS providers and OCCG. Members will aim to undertake to ensure all communications are timely, accurate and relevant – as well as honest, open and in plain English.

No single organisation will speak on behalf of the project without prior reference to the others and key messages agreed in advance.

All messages will be agreed by all parties before being released publicly.

2. Communications Aims & Objectives

The key, overall aim of the communications and engagement plan is to keep people in Henley and the surrounding community informed and up to date with the Townlands Hospital Redevelopment. Community acceptability is a key part of the terms by which the new development succeeds. Establishing clear communication lines and ensuring the public are kept up to date is crucial.

There has been and continues to be a high level of interest in the re-development of Townlands Hospital among the people of Henley and surrounding areas. The old hospital was a much loved facility; this plan aims to promote the good practice and care provided at the new facility.

The aims are:

- To share information with local stakeholders, local media and the public in a straightforward and timely manner
- To do this equitably so all partners receive the same information at the same time
- To gather feedback from stakeholders and the public

- To ensure processes are in place to enable efficient communication between involved parties
- To provide Communications advice and expertise

3. Key Audiences

Internal Stakeholders	External Stakeholders
Internal NHS	Residents of Henley and surrounding area
NHS Property Services Board	Local PPGs
Oxfordshire Clinical Commissioning Group Board	Townlands Steering Group
NHS England Thames Valley Area Team	Townlands League of Friends
Oxford Health and Royal Berks NHS FT	South Oxfordshire District Council Leader and Strategic Director
Townlands Hospital staff and volunteers	Henley MP – John Howell (Con)
Townlands Trade Union reps	Oxfordshire Joint Health Overview and Scrutiny Committee
Townlands patient groups	Henley Town Council
SE Locality Forum and PPGs	Local Media
GPs in South Oxfordshire	Neighbouring CCGs

4. Key Messages

- Townlands is a new modern facility
- The facility provides more services closer to home
- There is increased availability of outpatients appointments
- First class consultants - leaders in their field provide services from Townlands

5. Spokespeople

- NHS Property Services – James Wakeham (South Regional Director)
- Townlands Steering Group – Ian Reissmann (Chair)
- Oxfordshire CCG – David Smith (Chief Executive)
- Stakeholder reference group - Roger Dickinson
- Oxford Health NHS Foundation Trust – Pete McGrane
- Royal Berkshire Hospital NHS Foundation Trust - tbc

6. Communication Activities and Methods

- Twitter - positive Friends and Family feedback relating to Townlands and tag the Henley Standard.
- Facebook
- Local newspapers
- Website
- YouTube
- Local radio stations

The success of communications relies on OHFT, OCC and RBH sourcing and providing patient case studies - written and video and identifying patients / users of services and consultants who are happy to be interviewed by local media.

Proposed communications to be undertaken

<u>Item</u>	<u>Action</u>	<u>Communication Specifics</u>
Townlands Stakeholder reference Group Meetings	<ul style="list-style-type: none">• Chair to brief the Henley Standard• Stakeholder briefing / newsletter to produced and circulated• Publicise the meetings in public	<ul style="list-style-type: none">• To update the public• To ensure fair and balanced media coverage
Talking Health Newsletter	<ul style="list-style-type: none">• Include case studies and updates	<ul style="list-style-type: none">• To keep stakeholders informed of key updates.
Press Releases	<ul style="list-style-type: none">• To issue positive news releases and stories	<ul style="list-style-type: none">• To keep the media informed of key updates
Media	<ul style="list-style-type: none">• Propose representatives from TSRG	<ul style="list-style-type: none">• To continue to foster a good relationship with

	<p>meet with Henley Standard Editor</p> <ul style="list-style-type: none"> • Frequent contact with newspaper and other media outlets • Monitoring of all coverage to ensure accuracy 	<p>Henley Standard and other local media outlets; ensure good news stories are regularly supplied and access is available to relevant spokespeople.</p> <p>Offer features such as 'a day in the life of Townlands' where a journalist can shadow health staff.</p> <p>Use the good offices of the Mayor as a bridge between the NHS and the Henley Standard in particular.</p> <p>But it must also be remembered that there are a number of communications channels which are open to positive stories. They are listed previously and should be used more.</p>
Websites	<ul style="list-style-type: none"> • To ensure all new information is on the CCG website/intranet/Talking Health 	<ul style="list-style-type: none"> • To update regularly and improve presentation