

Communications Plan 2023 - 2026

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Introduction

NHS Tayside Charitable Foundation is the registered charity for NHS Tayside and is generously funded by donations and legacies from patients, their families, the general public and other organisations. Our vision is to help people in Tayside live better for longer which is delivered through the overarching strategy.

Increased internal and external reflection within the organisation to review the charity's operational aims and campaigns has led to the development of this Communications Plan.

This Communication Plan outlines what NHS Tayside Charitable Foundation aims to deliver to increase awareness of the activity being delivered by the charity and to help people access funds or fundraise.

Partnerships and collaboration are essential in the success of this plan which is shown in the key activities and objectives.

Why We Need A Communications Plan

Good practice guidelines have been developed to ensure consistency of approach in communications. Effective, two-way communication must be central to everything we are trying to achieve.

Through effective communication, we can create a culture which embraces change and allows us to deliver NHS Tayside Charitable Foundation's strategic objectives. This framework sets out how communications will help deliver both internal and external communications across Tayside. The aims of the plan are:

- To develop and support a culture of open and effective, two-way communication with staff, patients, public and all partners
- To build on existing good relationships with the media, projecting a positive image, enhancing and protecting the reputation of the organisation and supporting the media's growing interest in NHS Tayside Charitable Foundation.
- To help us deliver our aspirations, communications objectives have been developed and are underpinned by actions within the Strategy Action Plan.

Who Is Responsible For Communications?

All NHS Tayside Charitable Foundation staff must take responsibility for effective communications to ensure everyone is well informed.

The workforce also supports the work of NHS Tayside and works together with managers, staff, the public, our partners and the media.

The media includes:

- Local, national and international press, including professional journals and publications
- Local, national and international broadcast media, both television and radio
- Local, national and international press agencies

For extraordinary events, such as VIP visits, the team will give advice, assist with arrangements, liaise with NHS Tayside and coordinate the media.

Communications Principles

To increase public understanding and awareness of NHS Tayside Charitable Foundation, we will:

- Be open, honest and transparent
- Be purposeful, timely and deliver relevant information to appropriate audiences
- Adhere to policies of information, security and confidentiality
- Use the most appropriate channel of communication
- Use plain English
- Make the best use of technology, which will improve the targeting and timing of communications
- Be inclusive and accessible, recognising the diversity of our audiences
- Provide a spokesperson when a statement is judged to be the appropriate response

Communications Objectives

- To ensure the public feel reassured that their donation is protected and will be used solely for any purposes stated by them
- To shape focused, consistent, regular communication to inform all stakeholders of the objectives of NHS Tayside Charitable Foundation
- To use the best channels of communication, ensuring the right people get the right message at the right time in the appropriate format and develop and improve existing systems and processes
- To make the best use of technology, which will improve the targeting and timing of communications
- To develop networks internally and externally which will share good practice, promote effective communications at all levels and build good working relationships
- To promote a culture where effective communication is a shared responsibility of everyone within the charity. Success depends on the creation of a culture where communication is valued and effective communication is seen as a priority in practice, as well as in principle. NHS Tayside Charitable Foundation will focus on developing internal and external communications.

Internal communications

- The Intranet site will be reviewed and developed to give information on activity in all areas.
- NHS Tayside Charitable Foundation staff will work with NHS Tayside Communications Team to make sure this site is updated regularly.
- Where appropriate, press releases, Vital Signs will be issued.
- The NHS Tayside staff magazine 'spectra' will include articles to highlight income and NHS Tayside Charitable Foundation Fund activity.

External Communications

- A key priority will be to develop a new website which will act as the charity's shopfront to provide information, advice and support to local people, staff, donors and our partners. The following information will be hosted on the website with key activities also being shared on the social media channels: -
 - » A summary note of expenditure decisions approved by Board of Trustees
 - » Approved minutes of meetings of Board of Trustees
 - » Pictures and information about staff and patient fundraising
 - » Pictures and information about expenditure
- An annual open meeting will be held at which details of fundraising and activities supported by NHS Tayside Charitable Foundation can be showcased.
- Press releases will be issued, where appropriate, to highlight how funds are being used to benefit patients, staff and communities.
- A link from NHS Tayside Charitable Foundation's website to other funding websites.

Monitoring

Monitoring will be ongoing and carried out in the following ways:

Internal

- The team will provide feedback on the effectiveness of communications channels and share good practice. The exchange of ideas and views will help generate new ideas and improve existing channels/methods of communication.
- Feedback mechanisms - All internal corporate publications, for example Daily Brief and Vital Signs have a feedback mechanism.

External

- Regular monitoring of press / media coverage and a monthly email report of all stories concerning NHS Tayside Charitable Foundation will be produced and circulated.
- Considerable effort is put into dealing with media enquiries, which do not result in publication – these will also be recorded and monitored.

Communications Good Practice Guidelines

Working With The Media

News surrounding the charity's developments and achievements will be promoted by the use of press releases, pre-arranged interviews, staff magazine articles, discussions with reporters/journalists, or in the Spectra Magazine.

News Management

NHS Tayside Charitable Foundation receives enquiries from local and national journalists, local and national broadcast and radio.

We are committed to maintaining and developing existing working relationships with all media contacts and constantly seek to update and expand our contacts base.

When a media enquiry is received, the team will ensure they refer to the Communication Flowchart for authorisation:

- Know what the questions are
- Agree a deadline for response – and keep it
- Refer to previous responses on similar matters

The Team will give advice, draft responses and press releases for the media, arrange broadcast and radio interviews and brief the members of staff prior to any media interviews. To improve collective communications, we will engage with NHS Tayside's Communications Manager and foster links with colleagues across NHS Tayside.

Key Messages

These messages will, as far as possible, be included in all NHS Tayside Charitable Foundation communications:

- Your donation is protected – we won't use it for anything other than exactly what you tell us you want it to be used for.
- Your donation can make a real difference for patients and staff, no matter how big or small.
- There are many ways in which you can donate – they're all quick and easy. Information is available on the NHS Tayside website.

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Confidentiality

NHS Tayside Charitable Foundation will not disclose any information without the permission of the individual/groups involved.

General Enquiries

If an enquiry is received from the media relating to income or expenditure, the Team will not disclose any information without the permission of the NHS Tayside Charitable Foundation Chairperson, Vice Chairperson and/or Lead Officer.

Photographs

NHS Tayside Charitable Foundation will obtain permission before any photographs are taken.

Monitoring

Monitoring of media activity will be ongoing and carried out in the following ways:

- Monitoring of press coverage and reporting of all stories is circulated.
- Report of media coverage received and responses given is produced and circulated.
- Considerable effort is put into dealing with media enquiries, which do not result in publication – these will also be recorded and monitored.

