



| | | | | |
|--|--|------------------------------|---|--------------------------------|
| Trust Board in Public | | | 27 November 2012 | |
| Title | Yorkshire Ambulance Service (Draft) Stakeholder Communications and Engagement Strategy 2012-15 | | Paper Ref | 7.1 |
| PURPOSE (X) | | Information | | Strategic Objective |
| Approval | x | Decision | | |
| Assurance | x | Discussion | | Business Plan Objective |
| | | | All | All |
| Purpose of the paper | <p>The purpose of this paper is two-fold in that:</p> <p>a) The Trust Board are assured that, amendments requested at the Trust Board Meeting in Public on 25 September 2012 have been made to the draft Stakeholder Communications and Engagement Strategy 2012-2015;</p> <p>b) That the Trust Board approves the (draft) Strategy.</p> | | | |
| Recommendation | That the Trust Board approves the (draft) Stakeholder Communications and Engagement Strategy 2012-15. | | | |
| Author | Elaine Gibson, Head of Corporate Communications | Accountable Director: | Anne Allen, Director of Corporate Affairs & Trust Secretary | |
| RISK ASSESSMENT | | | Yes | No |
| Changes to the Corporate Risk Register and/or Board Assurance Framework | | | | No |
| Resource Implications | | | | No |
| Legal implications | | | Yes | |
| ASSURANCE/COMPLIANCE | | | | |
| CQC Registration Outcome(s) | Auditors' Local Evaluation | | NHSLA Risk Management Standards for Ambulance Trusts | |
| All | N/A | | N/A | |

Yorkshire Ambulance Service (YAS)

(Draft) Stakeholder Communications and Engagement Strategy 2012-15

1. PURPOSE/AIM

The purpose of this paper is two-fold in that:

- c) The Trust Board are assured that, amendments requested at the Trust Board Meeting in Public on 25 September 2012 have been made to the draft Stakeholder Communications and Engagement Strategy 2012-2015;
- d) That the Trust Board approves the (draft) Strategy.

2. BACKGROUND/CONTEXT

Yorkshire Ambulance Service has a five-year business plan to develop the quality and financial performance of its business (Integrated Business Plan: 2012-17) including delivery of the Trust's strategic goals of:

1. Continuously Improving Patient Care
2. High Performing
3. Always Learning
4. Value for Money and Provider of Choice.

This Strategy is a substantial revision of its forerunner (Corporate Communications Strategy 2009-11) and outlines the plan to ensure a more integrated approach for stakeholder engagement across the organisation. The Strategy will be reviewed in 12 months' time.

The Trust Board (25 September 2012) agreed to approve this Strategy subject to the following amendments being incorporated:

- Seldom-heard groups covered in much more detail (pgs. 22/23)
- Clarity around staff engagement and working closely with the Workforce and Strategy Directorate
- Inclusion of additional stakeholders
- More emphasis on retention of members as well as recruitment
- Clarity on individual responsibilities.

The Trust Executive Team (TEG) reviewed a revised draft document incorporating the above amendments. Consideration was also given to replacing the team chart (p.27) with a more general hub and spoke diagram. After discussion, TEG advised retention of the team chart.

3. RISK ASSESSMENT

It is noted that it is vital for YAS to demonstrate that it is prepared to become a Foundation Trust and operate in accordance with its Constitution, the Monitor Code of Governance and any relevant statutory requirements, including the 2006 Act and the Monitor Code of Governance.

4. RECOMMENDATIONS

That the Trust Board approves the (draft) Stakeholder Communications and Engagement Strategy 2012-15.

5. APPENDICES/BACKGROUND INFORMATION

- Yorkshire Ambulance Service NHS Trust Draft Stakeholder Communications and Engagement Strategy 2012-15
- Health and Social Care Act , 2012
- Equity and Excellence, Liberating the NHS, 2010
- Equality Act , 2010
- Care Quality Commission Standards.