



Yorkshire Ambulance Service **NHS**

NHS Trust

An Aspirant Foundation Trust

MEETING TITLE Yorkshire Ambulance Service NHS Trust Board		MEETING DATE 29/03/2016	
TITLE of PAPER	Corporate Communications and Engagement Strategy	PAPER REF	6.1
STRATEGIC OBJECTIVE	Develop culture, systems and processes to support continuous improvement and innovation Work in partnership to provide cost effective services which reduce waste and duplication and contribute to the objectives of the wider health economy		
PURPOSE OF THE PAPER	To provide the framework for the delivery of excellent internal, external and corporate communications and engagement activity		
For Approval	<input checked="" type="checkbox"/>	For Assurance	<input type="checkbox"/>
For Decision	<input type="checkbox"/>	Discussion/Information	<input type="checkbox"/>
AUTHOR / LEAD	Martin Carter	ACCOUNTABLE DIRECTOR	Peter Cutler
DISCUSSED AT / INFORMED BY Trust Executive Group 16/03/2016 Progress reports and updates discussed at Board Development Meetings in December 2015 and February 2016 Progress reports and updates discussed at Quality Committee in December 2015 and March 2016			
PREVIOUSLY AGREED AT:	Committee/Group: Trust Executive Group Quality Committee	Date: 16/03/2016 03/03/2016	
RECOMMENDATION	Approval of the new strategy and action plan Approval to proceed to competitive tendering exercise for creation of a public panels system to secure high quality continuous public engagement		
RISK ASSESSMENT		Yes	No
Corporate Risk Register and/or Board Assurance Framework amended <i>If 'Yes' – expand in Section 4. / attached paper</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>

Resource Implications (Financial, Workforce, other - specify) <i>If 'Yes' – expand in Section 2. / attached paper</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Legal implications/Regulatory requirements <i>If 'Yes' – expand in Section 2. / attached paper</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equality and Diversity Implications <i>If 'Yes' – please attach to the back of this paper</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ASSURANCE/COMPLIANCE			
Care Quality Commission Choose a DOMAIN	All Not Applicable Not Applicable		
Monitor Quality Governance Framework Choose a DOMAIN	1: Ensuring required standards are achieved 3: Planning and driving continuous improvement 4: Identifying, sharing and ensuring best practice delivery		

1. PURPOSE/AIM

- 1.1 To provide the framework for the delivery of excellent internal, external and corporate communications and engagement activity

2. BACKGROUND/CONTEXT

- 2.1 A new Corporate Communications and Engagement Strategy is required to supersede the previous strategy which expired in 2015. The Trust requires a refreshed and revitalised approach to this function in order to develop and deliver high quality internal, external and corporate communications and engagement activity.
- 2.2 The new strategy sets out a more creative and proactive approach to communications and engagement. It prioritises internal (highest), corporate and external communications and engagement and operates on strategic, operational and tactical levels. It is directly linked to the overarching YAS Corporate strategy 2016-2021 and is a key enabler for that strategy. The strategy is accompanied by a detailed action plan which includes performance measurements and timescales for actions. It also proposes a new structure for the communications and engagement function to support improved performance and delivery of the strategy and action plan. It also proposes a new initiative to secure ongoing, continuous and high quality public engagement (Appendix B).

3. PROPOSALS/NEXT STEPS

- 3.1 The Trust Board is asked to consider and approve the new Corporate Communications and Engagement Strategy together with the action plan (Appendix A) and the proposal for securing high quality, continuous public engagement (Appendix B)

4. RISK ASSESSMENT

- 4.1 The creation of a new structure for the communications and engagement team will have a resource implication of approximately £ to meet additional staffing costs

5. RECOMMENDATIONS

It is recommended that the Yorkshire Ambulance Service NHS Trust Board:

- 1. Approves the new Corporate Communications and Engagement Strategy and Action Plan

2. Gives approval to proceed to competitive tendering exercise for creation of a public panels system to secure high quality continuous public engagement

6. APPENDICES/BACKGROUND INFORMATION

Appendix 1 – YAS CORPORATE COMMUNICATIONS AND
ENGAGEMENT STRATEGY 2016-2021