

NHSBT Board
May 25 2016

NHSBT engagement programme – annual update

1. Status – Public

2. Executive Summary

This paper reports on progress with our stakeholder and partnership engagement programmes and sets out our priorities for 2016/17.

We have increased the level and quality of our stakeholder engagement contributing to improved results in the bi-annual Stakeholder Perception Survey with a 10% increase in satisfaction with our performance. We have maintained our excellent reputation as captured in the RepTrak Public Sector Study achieving an overall score of 89%, the highest out of the 60 plus organisations surveyed. We have made some progress on the three priority areas of: delivering public behaviour change in relation to organ donation; securing our role in regenerative medicine; and offering our capabilities to the benefit of the NHS.

A more strategic approach to public facing partnerships targeting organisations best able to support us in delivering our business objectives has delivered increased registrations of over 12,000 for blood in the first year of working with partners in this way, and 236,000 for organs where the partnership approach is more established.

3. Action Requested

The Board is asked to:

- note the progress with our stakeholder engagement and public facing partnership programmes during 2015/16
- review progress on our three priority areas; agree that we continue to prioritise organ donation behaviour change and regenerative medicine; and agree that we take an opportunistic approach to offering our capabilities to the wider NHS and proactively promote our work on innovation
- endorse our plans for stakeholder and partnership engagement for 2016/17

4. Background

- 4.1. Our objectives for 2015/16 were to approach stakeholder engagement on two levels (i) to continue to manage our ongoing engagement with our key corporate stakeholder groups – Parliamentarians, elected representatives, Government and the health departments, representative organisations, charities and professional bodies and (ii) to take a more focused approach to senior level engagement on delivering public behaviour change in relation to organ

donation; securing our role in regenerative medicine; and offering our capabilities to the benefit of the NHS

In terms of our ongoing engagement we have had a successful year including:

- Our Parliamentary engagement strategy was reviewed and enhanced in order to take the opportunity of the new Parliamentary intake to build relationships. An introductory letter from the Chief Executive was sent to all MPs following the election and this led to meetings with MPs throughout the Summer and Autumn
- We have seen an increased interest in our work from Parliamentarians and their staff leading to increased attendances at our Parliamentary events like National Transplant Week and Bleed for England with an emphasis on post event relationships
- We have successfully managed the sensitive relationships with those MPs and local authorities whose constituencies/areas have been affected by Supply Chain Modernisation together with our Estates Reviews as well as our ongoing blood donation session changes across the country
- We recorded the highest ever attendance yet at our 2015 Annual Stakeholder Event with enhanced attendee feedback. Our theme for the event was 'Research, Innovation and Technology'
- Maintained effective relationships with the devolved administrations with a special emphasis on the changes in Wales in respect of deemed consent to organ donation and introduction of the All Wales Blood Service. In September we held our first ever Board meeting in Belfast
- We have worked hard to enhance our relationship with the Department of Health. This has ranged from increased Ministerial support for our activities through to contributing to an effective Triennial Review
- Our 2016 Stakeholder Perception Report indicates significant increases in satisfaction with NHSBT's performance, 98% were either 'very satisfied' or 'fairly satisfied' with NHSBT's overall performance as it related to their own role and work, a 10% increase from 2013/14. Charities were significantly more positive than previous years while Government departments' satisfaction has decreased. On engagement 80% of stakeholders felt we were 'very effective' or 'fairly effective'. Although more stakeholders were marking us fairly effective as opposed to very effective against previous years, the view of charities has improved significantly.

4.2. The RepTrak Public Sector Study, commissioned by the Cabinet Office, announced in March places us first with a percentage of some 89% - 'an excellent reputation' in the Public Sector. We have consistently stayed 'best-in-class' compared with the 60 plus other public sector organisations. Whilst perceptions of Governance, Performance and Citizenship mostly drive NHSBT's reputation there are opportunities to improve perceptions around Innovation.

4.3. On our three main priority areas for engagement we have had some success:

- We delivered our plans for 2015/16 to stimulate public behaviour change in relation to organ donation and updated the Board on progress in January 2016
- We finalised our communications and engagement strategy for Regenerative Medicine. The focus is on growing our profile including improving our web presence across CMT and increasing the understanding of our capabilities internally as well as externally. We will do this directly with key stakeholders and more broadly via events, conferences and in the media.
- In offering our capabilities to the wider NHS we have made the most of opportunities in meetings and at events to promote NHSBT's skills and expertise beyond our traditional areas. In logistics we secured the contract to support the 100,000 genome project and, more recently, to transport samples for the first in man study of manufactured red cells. However, progress has been slow and there does not seem to be much of an appetite in the NHS to work with us in this way. External Affairs will continue to record Board activity in this area.

Partnership Engagement

4.4. During 2015/16 we focused on public sector organisations that could help us reach our key audiences for organ donation – D and E socio-economic groups, the over 50s, those from BAME communities and young people.

4.5. In our partnership activity on organ donation we have:

- Delivered 132 new partners with a reach of over 45 million people
- Secured over 236,000 new registrations to the ODR
- Ensured support from 45 national partners during National Transplant Week and reaching more than 6.5 million people
- Achieved significant media coverage and social media engagement with a new partnership with dating app Tinder
- Delivered a significant reach of 10 million people with our partnership with the Daily Mail – 2.5 million donor cards inserted in the Mail on Saturday
- Secured support from 37 football clubs for our Sign for Life campaign
- Secured further prompts through gov.uk and NHS websites – end of transaction prompts now feature across 21 high traffic Government sites
- Worked in partnership with Transplant Sport UK to support the 2015 British Transplant Games held in Newcastle/Gateshead.

4.6. For blood donation we have:

- Worked with 48 partners of whom 22 were new to blood donation that have delivered 12,140 registrations
- Achieved a reach in excess of 20 million people
- Drove 125,000 click throughs via partner channels resulting in some 42,000 session searches and over 10,000 tracked new donor registrations
- Secured over 50,000 impressions via partner social media, including over 5,000 likes, comments, shares and tweets

- Secured 28 partners for our award winning Missing Type campaign reaching over 12.9 million people. Around 1,000 organisations supported the campaign on social media
- Facilitated the initial discussions with the creative agency behind the Bleed for England campaign and also secured significant activity with Boots, Hilton and Grrs for Prrs on the 'blood substitute' element
- Attended the Momentum faith festival for young adults supporting two days of blood collection and recruitment activity
- Launched a two year partnership with Widnes Vikings, a Super League Club utilising the 'It's in your blood' campaign to engage their fans
- Formed a partnership with USDAW, a union representing some 500,000 members from the retail, distributive, manufacturing and service sectors.

Joint partnership activity across organ and blood donation included:

- NHS Choices – now feature a prominent button on their homepage for blood and organ donation. This website has 10 million visits every week
- Partnering with Unison to promote donation to their 1.3 million members
- The Flesh and Blood campaign culminated with the Church of England passing a motion encouraging all of its 32,000 separate congregations to consider donation as part of its giving
- Carrying out significant employee engagement with a number of national companies including British Airways, Barclaycard and Vodafone.

5. Priorities for 2016/17

Stakeholder Engagement

5.1. For 2016/17 we will build on our ongoing engagement by focussing on the following areas of opportunity we will:

- Review our Charity engagement strategy and seek to strengthen activity in this area building on feedback from the Stakeholder Perception Report
- Maintain and seek to enhance further our proactive Parliamentary engagement programme
- Build on the success of Black History Month as well as the launch of our BAME MP Toolkit to further opportunities to work with and alongside elected representatives of BAME communities to drive increases in donor registrations
- Review new opportunities to promote NHSBT to our stakeholders and bring our work 'to life' for them by continuing to organise visits to our facilities and sharing our work on innovative projects
- Build relationships to reach target audiences, for example the new London Mayoralty; the London Assembly; the Local Government Association and with larger metropolitan cities like Manchester and Birmingham

5.2. For our three main priorities we will:

- Implement our organ donation public behaviour change plans for 2016/17
- Implement the Regenerative Medicine engagement strategy

- Continue to promote our capabilities to the wider NHS - taking advantage of opportunities as and when they present themselves; ensuring the Board is briefed on our capabilities so they can make the most of those opportunities; and focus on promoting our work on innovation.

Partnership Engagement

5.3. In 2016/17 we will build on our partnership activity across donation by:

- Securing more partners driving registrations with a particular focus on digital partnerships
- Expanding our approach to other public sector unions
- Extending our employee engagement work to other substantial employers and to use this approach as a gateway to seek external customer facing activity
- Continuing our engagement with Flesh and Blood church partners, developing into 'always on' or campaign partners

5.4. For organ donation in 2016/17 we will build on our partnership activity by:

- Securing 320,000 registrations on the ODR
- Continuing to secure partners to support our campaigns
- Securing a media partnership to run another donor card 'pick up and activate' opportunity
- Developing our Sign For Life campaign to expand the number of football clubs
- Commencing a GP prompted trial in partnership with the University of Bedfordshire and the Medici Medical Centre in Luton

5.5. For 2016/17 we will build on our successful blood partnership activity by:

- Focussing on driving 15,000 blood donor registrations from under-represented groups such as 17-24 year olds
- Securing high profile and well-known brands to partner our International Missing Type Campaign including new international partners.

6. Appendices

Additional documentation in support of this paper and available on request includes:

- RepTrak Public Sector Study, 4th wave, Spring 2016
- Stakeholder Perception Audit Report 2016
- Regenerative Medicine – Communications Strategy.

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