

NHSBT Board
May 25 2017

NHSBT engagement programme – annual update

1. Status – Public

2. Executive Summary

Effective engagement is essential to achieving our purpose to save and improve lives and successfully deliver our business strategies.

Our work with stakeholders and partners in 2016/17 has resulted in the recruitment of over 7,800 blood donors and over 141,000 new registrations to the Organ Donor Register and supported increased promotion of donation.

We have increased our opportunities to influence key stakeholders on our work in regenerative medicine and have promoted our capabilities to the wider NHS, with particular success in providing a range of HR support to other Arm's Length Bodies.

For 2017/18 we will continue to build our relations with stakeholders and expand our partnership programme. We will focus on:

- Blood and organ donor recruitment, particularly those from Black, Asian and Ethnic Minority communities
- Continuing to raise awareness of our work in regenerative medicine
- Promoting our capabilities to the NHS through a targeted presence at three high profile conferences in 2017
- Seeking opportunities with the new membership of the House of Commons following the General Election of 8 June 2017.

We will also build on stakeholder mapping work carried out at the end of 2016 to identify specific actions that will help progress our business strategies.

3. Action Requested

The Board is asked to:

- Note the successful progress with our stakeholder engagement and public facing partnership programmes during 2016/17
- Support the proposed priority areas and plans for 2017/18.

4. Background

We maintained a successful programme of stakeholder and partnership engagement supporting promotion of organ, blood, tissues and stem cell donation. This ranged from a number of Parliamentary events; activity reaching out to Black, Asian and Ethnic Minority communities; and recruitment campaigns. The detail is in the annex at the end of this paper.

We also delivered against the three priority areas. We reported to the Board in March on delivery of the organ donation behaviour change campaign plans 2016/17.

On regenerative medicine we influenced Government and external stakeholders; increased our presence on thought leadership/speaker platforms; established new stakeholder contacts; increased the web presence of our work; and raised awareness internally of our own capabilities and the wider scientific field. Significant milestones in the past year include:

- Our Chief Executive becoming a member of the Advanced Therapies Taskforce and playing a part in the manufacturing sub group
- A written submission to the House of Commons Science and Technology Committee for the inquiry into Regenerative Medicine with the Chief Executive giving oral evidence at a session in October 2016
- Senior representatives from NHSBT attending the first UK Regenerative Medicine Conference in September 2016
- Hosting several high profile visits to our facilities at Filton in order to illustrate our work on regenerative medicine, including two Health Ministers and senior Department of Health officials.

We have been particularly successful in promoting our Workforce capabilities to the wider NHS including:

- Job Evaluation for two ALBs, including over 50 jobs for one ALB implementing a large scale change programme
- Investigations or reviews of work for senior cases within other ALBs
- Offered places on a range of courses such as the Senior Leadership Development Programme (SLDP) and Hubbub
- Seconding our staff to other ALBs to support areas of their Workforce function
- Scientific and Technical Training Team providing courses on transfusion to NHS and non NHS organisations, including providing a week-long course for a private laboratory on transfusion resulting in income for NHSBT of £14,000.

The number of requests for support and advice is increasing.

We worked in partnership with Sandwell and West Birmingham NHS Trust and local commissioners to launch a new regional haemoglobinopathies and automated red cell exchange service for the West Midlands in March. This

benefits local patients who previously had to travel to London to access this service.

5. Proposal

For 2017/18 we will continue to build on our existing stakeholder and partnership activity and propose focusing on the following priorities:

- Blood and organ donor recruitment, particularly those from Black, Asian and Ethnic Minority communities. This will reflect the need for some 40,000 more Black blood donors to meet increased demand to treat patients with Sickle Cell Disease and complement our marketing activity
- Maintain our focus on regenerative medicine by continuing to implement the engagement strategy
- Promote our capabilities to the NHS through a targeted presence at three high profile conferences this year – the NHS Confederation Conference in Manchester and the Health and Care Conference in London (both in June); and the NHS England Health and Care Innovation Expo in Manchester (in September)
- Build relationships with the new membership of the House of Commons following the General Election of 8 June 2017 seeking opportunities to promote donation particularly in support of Organ Donation Week (September) and Black History month (October).

We will continue to build on relationships in newer engagement areas for us, for example with the Mayor of London, the London Assembly, the Local Government Association and larger metropolitan cities where people we want to engage with live and work.

We will continue to develop our partnerships to bring in more donor registrations, amplify our campaigns and reach wider audiences and employee groups.

Author

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Annex

Stakeholder and partnership engagement in 2016/17.

Parliamentary activity:

- Launch of our successful and widely respected BAME MP Toolkit at a Parliamentary Event attended by MP's, Peers and Parliamentary staff.
- Parliamentary event to support Organ Donation Week in Portcullis House securing personal engagement with some 70 MP's and significantly increased interest from Parliamentary staff.
- Parliamentary event at the Speaker's House to mark Black History Month and to thank Parliamentary blood donors.
- Hosting and managing a number of high profile visits to our facilities including those of two Ministers, Lord Prior and Lord O'Shaughnessy, as well as senior civil servants from the Department of Health.
- Successfully managing the sensitive relationships with those MPs and local authorities whose constituencies/areas have been or will be affected by our work on Supply Chain Modernisation, our Estates changes and our ongoing blood donation session changes.

Stakeholder activity:

- Well attended 2016 BAME themed Annual Stakeholder Event.
- Revitalised and modernised our stakeholder newsletter which drew positive feedback and comment.

Partnership activity – organs:

- Achieved over 1 million website referrals from partners resulting in over 600,000 sign ups and 141,000 new registrations to the NHS ODR.
- Secured further online donor prompts to the ODR through gov.uk and NHS websites. End of transaction prompts now feature across 25 high traffic Government sites.
- Worked with our major online transaction partners – DVLA, Boots and the Government Digital Service to update organ donation content and optimise prompts to improve registration levels.
- Approached and progressed discussions with HMRC and DWP to secure further end of transaction prompts to the ODR on GOV.UK services.
- Engaged a number of Health Insurance companies to secure online transaction prompts to the ODR.
- Ensured support from 56 partners for organ donation week, increasing the potential reach by over 12 million people.
- Ensured support from 35 partners for the organ donation Winter Campaign, with a potential reach of 10 million people.
- Secured support from 50 football and rugby clubs for our Sign for Life campaign.
- Amplified social campaigns Waste or Save and Valentines through selected partners.
- Worked with 16 partners to support the Hot House north west and midlands organ donation campaigns.

- Worked in partnership with Transplant Sport UK to support the 2016 British Transplant Games held in Liverpool. Over 900 transplant patients from centres across the UK attended the games.
- Worked in partnership with Lyca Mobile to support the Gift of Life adventure and spoke at their key event in the House of Commons.
- Supported the bidding team to help secure the 2019 World Transplant Games for Newcastle-Gateshead.
- Launched a partnership with University of Bedfordshire and Medici Medical Centre - Luton to run a GP surgery prompted choice trial and jointly funded student PhD.
- Formed a promotional partnership with the Townswomen's Guild following their resolution on organ donation.
- Secured six new council partnerships to reach both staff and residents and introduced organ donation end of transaction prompts with three of our current council partners.

Partnership activity – blood:

- Worked with over 65 partners across the year to promote blood donation with a potential reach in excess of 20 million people.
- Drove over 100,000 web site referrals via partner channels resulting in some 29,000 blood session searches and over 7,800 tracked blood donor registrations.
- Secured support from 46 partners for International Missing Type, with four providing support via their international channels. They delivered a combined potential reach of over 13 million people.
- Secured support from 33 partners for the New Year blood donor recruitment campaign, delivering a potential reach of four million.
- Amplified partnership with the MOBO awards with support from key brands with a high BAME engagement.
- Joined the Civil Service Race Forum to promote blood donation campaigns to this national Civil Service BAME network.

Partnership activity – donation

- Partnership with the National Citizen Service Trust to reach a key engaged audience of 15-18 years olds.
- Significant employee engagement with a number of national companies including ATOS, Barclays, Eon, IBM, Royal Mail and Vodafone.
- Working with the NHS Digital team to secure opportunities to promote blood and organ donation across a range of new online services.
- Morphing our Flesh and Blood church campaign in to a resource area and working with our church partners to support our mainstream campaigns.
- Presenting at Unison's national Black Leaders conference.
- Initiated a new strategy to develop pilot employee engagement programmes with selected partners – positive conversations have taken place to date with four major national employers.
- Formed a partnership with Hillingdon Hospitals NHS Foundation Trust featuring blood and organ donation livery and images on two delivery vans.