

**NHSBT Board**  
July 27 2017

**Chief Executive's Board Report**

**1. Status – Public**

**2. Executive Summary**

This paper summarises key communications activity and highlights other issues of performance and risk.

**3. Action Requested**

**The Board is asked to:**

Note the report.

**4. Communications Activity Since Last Board Meeting**

**4.1. Internal**

This years' Director Roadshows were well attended and provided an opportunity for Directors to engage colleagues with priorities for the year ahead and to answer questions from colleagues across the organisation. The Roadshows complement our Connect to a Region initiative to improve senior leader visibility in the organisation.

Equality, Diversity and Human Rights Week 2017 #EQW2017, co-ordinated by NHS Employers, was a great opportunity to profile colleague stories to promote diversity and inclusion across the organisation. Our approach centred around sharing team photos and daily blogs to capture as many of the themes from the protected characteristics highlighted in the Equality Act 2010.

**4.2 Media and Public Relations**

We managed the communications around the publication of the UK's annual Transplant Activity Report on July 11, leading on the publication and liaising with the four countries' administrations and communications team. Our press activity around the report generated coverage mainstream and local outlets.

**4.3 External Affairs**

Following the general election, we have provided detailed briefings to assist the DH Policy team in bringing the incoming Ministers up-to-speed with our work. We have issued a welcome letter to all new and returning MPs giving a brief overview of our work. We have also issued an invitation to our Parliamentary event that will be held during organ donation week. More targeted contact is now under way with selected MPs.

The Corporate Communications team have responded to a number of requests for information relating to both infected blood and opt-out and have been monitoring the way that these discussions/debates have played out in Parliament.

#### 4.4 Conference Programme

During the last quarter, the Corporate Communications team, with the support of the wider Marketing and Communications directorate, has held stands at two national health conferences.

NHS Confed17 (14-17 June) ran for two days and had more than 1,000 senior leaders attending to discuss the future of the NHS. The NHSBT team sought to promote NHSBT as an organisation, to the wider healthcare community. At the conference we engaged with dozens of senior leaders including Chief Executives and Medical Directors.

Health+Care (27-28 June) also ran for two days and was comprised of four events The Commissioning Show, Digital Healthcare, The Residential Care Show and The Home Care Show. NHSBT held a stand to promote the organisation, in particular the advances we have made in donor relations through digital investment. I spoke during the first day of the Digital Healthcare show.

### 5. Promoting Donation

#### 5.1. Organ Donation – Digital

- Overall traffic volume increased MOM (27.3% uplift) and YOY (28.4% uplift); mostly due to an increase in paid social traffic.
- Overall number of sign ups has increased this month (11.1% uplift MOM), and has overtaken the previous year for the first time in six.
- We ran our social media advertising in May targeting over 50's. The activity achieved over 4,500 sign ups.

#### 5.2 Sign for Life – Cricket



- In May, we extended our Sign for Life campaign with a cricket theme to tie in with the ICC Champions Trophy and engage cricket fans including black and Asian communities. Largely an organic campaign through social media and with the support of some transplant surgeons, several international cricketers filmed supportive messages which we shared through our social media channels. They included Kumar Sangakkara, Alec Stewart and Ravi Bobsara (pictured L to R). We have recently filmed Monty Panesar who was interviewed by young organ recipient. We will use this footage in the coming weeks.

### 5.3 Blood Donation – Digital

- Blood has seen another excellent month, both in traffic volume (924,401 visits) and conversions (3.6% conversion rate on new donor registrations and 13.03% on appointment bookings). This is predominantly due to the campaign activity for National Blood Week.
- Number of new donor registrations has increased 56% MOM and appointment bookings have increased 27% MOM. Conversion rate for appointment bookings improved from 9.6% in May to 13.03% in June, showing users on the site have a higher intent to convert.

### 5.4 National Blood Week

- This year, during National Blood Week, we launched our new campaign #ImThere to celebrate how blood donors make a difference every day and inspire new donors to come forward. At the heart of the campaign, was an urgent appeal for 40,000 new black donors. We used a combination of media and influencer outreach, paid advertising, social, parliamentary and partnership activity to get the nation behind this important cause.
- Some of the key successes were:
  - Over 46,000 registrations in June
  - Over 5,500 donor centre new donor attends—our best ever result
  - Over 2,500 black registrations – our best ever month for black registrations compared to an average of 600-700
  - Support from key influencers such as Sean Paul, Denise Lewis OBE, Karl Collins, Janet Devlin, DJ Ace and Scarlett Douglas
  - Extensive press coverage from national, regional, consumer, online and BAME press including The One Show, BBC2's Victoria Derbyshire Show, Radio One Newsbeat, 1xtra, Metro, The Guardian, Daily Mail, Daily Telegraph, Huffington Post, BBC Five Live, ITV News, London Live, The Voice, Colourful Radio

- The paid Twitter trend received 19.8m impressions, one of the highest results Twitter have seen so far this year
- Almost 25,000 comments, reactions and shares using #ImThere

## **5. Performance and Management**

- 5.3. Blood stock levels are high and efforts are being made to manage a reduction as wastage is creeping up, notably in A neg red cells. Although stock mix is generally good fulfilment of orders in full for Sickle Cell patients remains at around 50%.
- 5.4. Organ donation remains slightly behind plan overall. The strategy of aiming to reduce missed opportunities is continuing.
- 5.5. DTS performance is good YTD.
- 5.6. Since the last Board meeting there have been 3 MHRA inspections completed at Plymouth, Colindale and Tooting. Across these inspections 4 Major non-compliances were raised, 1 at Plymouth and 3 at Colindale. None of which give rise to any safety concerns. Action plans have/or are being compiled and returned to MHRA which address all of the points raised.
- 5.7. There are a number of issues that have arisen from the inspections at Plymouth and Colindale that are being discussed with the MHRA in order to try and improve the process in the future. The Tooting inspection went extremely well with no Majors raised and with very positive comments on our systems and teams made by the inspectors involved.
- 5.8. In addition the UKAS inspections of our H&I laboratories as part of the transition from Clinical Pathology Accreditation (CPA) to ISO 15189 accreditation have now been completed. There were a significant number of deficiencies raised across the laboratory network, but none that will prevent us maintaining our CPA accreditation and moving to ISO15189 on completion of appropriate corrective and preventive actions.
- 5.9. Work has been undertaken on a project to consolidate estates in Bristol by moving Stoke Gifford based teams into Filton. Such a move would provide greater team integration and would release the Stoke Gifford building saving c£500k per year. The Detailed Business Case was reviewed by the Executive Team last year and while they were happy overall, they concluded that plans for the move of the Stoke Gifford servers needed to be in place before making a final decision.
- 5.10. Options for moving the servers were reported to the Executive Team in June 2017. The cost of the move was much higher than anticipated and in light of developing IT strategies and new technologies since the Bristol Consolidation project was initiated, it became clear that this is

not optimal timing. In particular, moving the servers now would add additional expense and risk which can be avoided if we wait until much more of the ODT Hub development has taken place, making the *current* National Transplant Database (NTxD) no longer business critical.

- 5.11. The Executive Team concluded that the Bristol Consolidation project will thus be paused for the time being and restarted at a later date when further developments allow. The timescales for this are not yet known but it is anticipated that it will be 2-3 years before the move should be considered again.
- 5.12. DH decision on SaBTO recommendations is expected imminently. Should the recommendations be accepted we will be supporting implementation through internal and external communication.
- 5.13. The Scottish Government have announced their intention to introduce organ donation opt out similar to that seen in Wales. We will be working with them over coming months to plan implementation. The Department of Health have indicated interest in considering similar legislation for England.

## **6. Activity in the next period**

- We expect to launch the first two small releases of functionality for the CSM programme to live in August, which will see us able to send some emails to donors in the new system, and manage blood donation venues.
- The ODT hub remains on track for opening on 25<sup>th</sup> September.
- The Government have announced an Inquiry in the tainted blood products events of the 1970/80s. During the coming weeks we expect the leadership and terms of reference to be made clear and will be able to establish the degree to which we will be involved.