Agenda Item No. 13

The Queen Elizabeth Hospital King's Lynn
NHS Foundation Trust

REPORT TO THE BOARD OF DIRECTORS (IN PUBLIC)

RESPONSIBLE DIRECTOR:	REPORT FOR:		IMPACT ON BUSINESS:		
	Decision		High	Med	Low
Laura Skaife-Knight Deputy CEO	Consideration			✓	
	Information	✓			
LEAD MANAGER:	**REPORT TYPE:**		**BAF REFERENCES & RAG:**		
Adam Jackson, Communications Manager	Strategic				
	Operational	✓			
	Governance				
	IMPLICATIONS:		**RELATED WORK: (PREVIOUS PAPERS TO BOARD/COMMITTEE)**		
	Patient Care/Safety/ Experience	✓	Staff engagement programme for 2020		
	Finance				
	Workforce	✓			
	Policy				
PEER ASSIST (inc. clinical engagement):	**PEER REVIEW:**				
CQC Domain: (safe, caring, effective, responsive, well-led, use of resources)	Safe, caring, responsive, well-led, effective				

Meeting Date: 4 February 2020

Report Title: Celebrating QEH40

SUMMARY:

To keep the Board informed of the planned activity in respect of key external / internal events and activities.

Implications: / Quality / Workforce / Policy

Strategic / External	Operational	Financial	Clinical	Legal/ Regulatory	Reputational / Patient Experience	Workforce
✓	✓	✓			✓	✓

RECOMMENDATION/S:

The Board is asked to: The Board is invited to consider and comment on this Report, which sets out our plans to mark the 40th anniversary of QEH throughout 2020.

CELEBRATING QEH40

1. Context

2020 brings with it the Trust's 40th anniversary. On the 22 July it will be exactly 40 years since the Trust officially opened and to mark this important milestone a number of events and activities are planned throughout the year. These will vary from a rebadging of existing events such as the Annual Members' Meeting to organising specific events to mark the anniversary such as a hospital open day on the weekend after the anniversary date of Wednesday 22 July.

We have much to be proud of here at QEH and a rich history with our local community, which provides a perfect opportunity for us to celebrate. Events are planned that will allow all corners of our community to engage from staff, volunteers and patients, through to our Governors and our local community.

The events and activities described below are part of our wider 2020 staff engagement programme.

2. Landmark events

- An invite to Her Majesty the Queen

A formal invite has already been sent to Her Majesty the Queen for her to join us on a date convenient to her during our anniversary year. We are currently awaiting a response. This would be a wonderful opportunity for our patron to join us for a tour of our improvements and to meet our team.

- RAF flypast

We have invited the RAF to deliver a flypast of the hospital site in the summer months. This will not only be a spectacular site and talking point for our community, but also an opportunity for us to further cement our two communities as we strive to build upon our recent Silver Employer Recognition Scheme award and strengthen our relationship with RAF Marham.

- Staff party & open day

On the day of our anniversary (Wednesday 22 July) we will be going back to where it all began, the 80s, for a staff party in The Hub. This will be a daytime, celebratory event for our staff with an 80s theme and lots of prizes to be won from our local business community. We'll also be unveiling our QEH Hero on this day following nominations received for our hero of the past 40 years and a public vote to decide. This will be managed by the Communications Team, with nominations invited by emailing communicationsqeh@qehkl.nhs.uk . We will also be opening our doors to our local community on Saturday 25 July with an open day at the hospital.

- Annual TeamQEH Awards

This year's awards will be more of a celebration than ever before with strong links to our anniversary year. We'll be inviting those who have been with the Trust from the very beginning, so expect to see our guests of honour in the form of colleagues who have dedicated 40 years of service to the Trust (see below).

3. Other areas of focus

Internal communications/staff engagement

- **40 giveaways** – Local businesses will be donating 40 prizes, with a health and wellbeing angle (event tickets, pamper days etc.). These will be either given to high achievers through the year or as prizes at an anniversary celebration.
- **Why I love QEH in 40 seconds** - Video soundbites from patients and staff to play throughout the year (including support from Hospital Radio). We will link this to the 14 February Love West Norfolk campaign, which QEH is supporting.
- **Long-term strategy** – We will link QEH40 to the launch of our new long-term strategy for QEH – from April onwards across all internal and external communications.

Local community engagement

- **Nominate your hero from the past 40 years** - Members of the public have been invited to nominate their heroes from January to March. The longlist to then be shortlisted by our Chairman and CEO and handed back to a public poll to decide the winner. The winner will be announced at anniversary event / or Annual Awards with a plaque placed in a prominent public facing area.
- **Creative corridor (40 reasons why I love the QEH/West Norfolk)** – Local schools have been invited to provide art for our creative corridor. 40 pieces of art will be selected by a panel and installed as part of a project launching later in the year.
- **40 trees** – we will invite members of the public to plant a tree in the name of the QEH
- **40,000 miles** – building on our work with RAF Marham, to support the RAF Benevolent Fund we will be recruiting staff to each run 100 miles for a £10 entry fee, which would go to the Benevolent Fund).

Events/reward and recognition

- **Special recognition of all staff who have served for 40 years or more** (there are 16 staff who will have been working for the Trust 40 years plus in 2020). These staff will automatically be guests of honour at the 2020 TeamQEH Annual Awards (receiving a certificate and award)

Digital communications (#QEH40)

- **Now and then** – Using the QEH archives, there will be a weekly social media post showing an area of the hospital pictured in the past alongside the same area now
- **40 photos from 40 years** – When and where was the photo taken? Public and staff encouraged to enter competition and share their own photos depicting hospital life over the past 40 years
- **The QEH in 40 words and numbers** – 40 facts and 40 figures about the QEH taken from the archives including a timeline of key moments in the hospital's history for use as a poster and across social media

Other events

To hold our Annual Members' Meeting (exact date TBC) in the month of July in the local community (we are exploring suitable venues)

External profile and media

- **Staff tell their stories** – a monthly press release describing hospital life over 40 years from long serving members of staff. This would also be good material for Trust Matters and social media.
- **QEH, transforming outcomes over 40 years** – A monthly press release which focuses on a service and describes how it has transformed over 40 years.
- **40 jobs showcase** – linked to our recruitment campaign, we will place the spotlight on 40 jobs over the year.
- **Radio Vox pops** – KLFM and / or Hospital Radio to collect 40 vox pops from members of the community who are to explain what the QEH means to them. These to then be shared on the radio stations / social media.
- **Famous thanks** – inviting famous people or former patients to send in thanks for sharing on public facing social media profiles.

Fundraising

- **QEH shortlisted for the Lynn News Charity of the Year** for our Maternity Bereavement Suite.
- **Thank you to key fundraisers/donors** at an Autumn thank you event, including our League of Friends.
- **40 members of staff have signed-up to a Charity sky-dive** this Summer to raise money for our Maternity Bereavement Suite campaign.

The Board is asked to:

- note the plans to mark and celebrate QEH40 throughout the year
- comment on the proposals / programme of engagement