Agenda Item:

The Queen Elizabeth Hospital NHS
King's Lynn
NHS Foundation Trust

REPORT TO THE BOARD OF DIRECTORS (PUBLIC)

RESPONSIBLE DIRECTOR:	REPORT FOR:		IMPACT ON BUSINESS:		
Manjit Obhrai CEO	Decision		High	Med	Low
	Discussion			√	
	Information	√			
LEAD MANAGER:	**REPORT TYPE:**		**BAF REFERENCES & RAG:**		
	Strategic				
	Operational	√			
	Governance		**RELATED WORK: (PREVIOUS PAPERS TO COMMITTEE)**		
PEER ASSIST:	**PEER REVIEW:**				
CQC Essential Standard Ref:					
NHSLA Standard Ref:					
Media / Communications:					

Meeting Date: **13 May 2014**

Report Title: **Communications Plan**

PURPOSE:

The aim of the plan is to engage with staff, patients and stakeholders by providing simple and key messages that reflect the challenges the Trust faces and the priority areas it needs to address.

SUMMARY:

Attached is the final document produced in consultation with the Exec team and incorporating feedback from the Workforce Committee members. The strategy is now being implemented with exec owners and leads in each area.

FINANCIAL IMPLICATIONS / EFFICIENCY SAVINGS / QUALITY IMPROVEMENT:

RISK ASSESSMENT (CROSS-REFERENCE WITH RISK REGISTER WHERE APPROPRIATE):

Strategic / External	Operational/ Organisational	Financial	Clinical	Legal/ Regulatory	Reputational / Patient Experience
		√			√

RECOMMENDATIONS:

The Board is asked to note that this is the final document for information. Updates will be provided in due course.