



# Communications and engagement strategy 2025

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Building and strengthening reputation, trust and relationships with our colleagues, patients, local communities, partners and stakeholders.



# Engaging and communicating with purpose and impact

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Over the last couple of years, the communications team has built and strengthened relationships with colleagues at all levels within NPC. These relationships are crucial to the delivery of our communications and to ensure they are focused in the right areas.

The communications team will offer tailored, positive and proactive communications and engagement that builds confidence, trust and reputation among everyone connected to the organisation.

We will also continue to manage reactive communications in a timely and collaborative way and offer strategic advice and guidance.

We strengthened our engagement activity last year as we know that excellent communications are also about listening and we will continue to build a strong dialogue with our local communities, patients, carers, staff and partners to drive excellence in all our services.

# What will guide/influence our communications and engagement activity

We face a range of strategic challenges including rapid period of growth of NPC last year, changing public perception of the NHS, falling trust in institutions, staff recruitment and retention in some areas, maintaining patient list sizes, health inequalities, low staff morale in some areas and a change in political landscape.

## The below will inform and guide our communications and engagement:

- *Patient experience feedback*
- *Staff experience feedback*
- *Clinical strategy (increase shift of patient care into communities)*
- *Estates strategy*
- *Financial drivers*
- *National, regional and local strategy/policy*
- *Technology/productivity*
- *Being responsive to and helping to enable the health and wellbeing of local communities*

# Delivering our communications and engagement strategy

The communications team is linked into the organisation from board to local practice level. This is crucial to ensure what we do is relevant and responsive.

The communications team has the in-house expertise and skills across all functions of communications, engagement and marketing which results in high-quality work, creativity, flexibility and agility. We are also committed to keeping up with best practice.

Strategic guidance and counsel to NPC is also crucial along with sound crisis management.

Working together with



**Northumbria Healthcare**  
NHS Foundation Trust

# Areas of focus for 2025 and measurement

## What is an OKR?



### Objective

An Objective describes where you want to go and sets a clear direction. Objectives shouldn't be technical and shouldn't contain a metric - making sure that everyone understands where to go.



### Initiatives

An Initiative describes what you'll do to achieve your Key Results. They're all the projects and tasks that will help you achieve a Key Result.



### Key Results

Key Results show you how you're progressing towards your Objective. They're measurable outcomes required to achieve the Objective. They contain a metric, with a start and target value.

## Objective 1:

Deliver engaging and impactful **employee communications** which support improved staff morale and wellbeing.

### Initiatives:

- Internal communications review to improve staff engagement (including content and channels) – *by March 2025*
- Telling our NPC story to celebrate our 10<sup>th</sup> anniversary and support with employee engagement and increased morale – *begin January 2025*
- More consistent and targeted use of staff experience data to inform content – *already started, build on*
- Our staff awards and celebration event – *January 2025*
- Launch quality safety video – at least bi-monthly – *from January 2025*
- Corporate induction leaflet for new staff – *February 2025*
- Develop a pulse survey to measure impact/success of internal communications – *from February 2025*

### Key results:

- Achieve delivery of initiatives
- Increased use of/engagement across all our internal channels – measured by increase in staff Facebook post engagement and reach, and intranet page views
- Improved staff experience/wellbeing results
- Improved results via internal pulse surveys focussed on communications/engagement



## Objective 2:

Deliver informative, educational and inclusive **patient communications** and engagement activity which supports the retention and recruitment of patients and helps to improve their health and wellbeing.

### Initiatives:

- Develop and deliver and new NPC patient-facing website - *by April 2025*
- Social media audit and strategy – *February 2025*
- Launch Northumbria Primary Care TV – *from February 2025*
- Launch NPC monthly podcast series focussed on self-care – *from March 2025*
- GP practice patient bulletins – at least three a year and to launch in – *begin February 2025*
- Support improving digital access for our patients
- Operation Equinox update – *January 2025*
- Co-ordinated campaign to recruit and retain patients (building on what we are already doing) – this links in with telling our NPC story – *from February 2025*
- Strengthen public health/self-care communications and better signposting for our patients to other services (this will support delivery of the clinical strategy) – *from January 2025*
- Stronger links with our PPGs to help inform communications - *ongoing*
- Review of how we communicate with patients (visually) in our practices (to also strengthen brand) – *by March 2025*

### Key results:

- Achieve delivery of initiatives
- Retention and increased recruitment of patients
- Increased use of and engagement with website and social media channels – measured by engagement rate and reach (via Orlo, our social content management system) and website views and time on page (via Google Analytics)
- Deliver 3 podcasts this year on quarterly basis from March
- Upload at least 1 video to YouTube channel per month (from February)



### Objective 3:

Build and maintain positive relationships with our wide and diverse range of **political and non-political stakeholders**, and the general public, to increase increase positive perception of NPC and to enable partnership working.

### Initiatives:

- Our '2024 year in review' – *March 2025*
- Launch our quarterly stakeholder bulletin – *February 2025*
- Increase engagement and presence on LinkedIn – share stakeholder bulletin – *from February 2025*
- Telling our stories – at least one story in the media per month – *from January 2025*
- Consider political and other stakeholder visits to practices and to meet senior team – on-going

### Key results:

- Achieve delivery of initiatives
- Include specific questions to support measurement in perception research and other surveys
- Engagement on LinkedIn
- Improved digital sentiment and trust – (via Orlo)





## Objective 4:

Connect with **educational, community, voluntary and charity organisations** to support partnership working while improving patient care.

### Initiatives:

- NPC community cafes (cafes with a purpose)
- Support developing partnerships with external charities and voluntary sector organisations – *from January 2025*
- Communications/engagement to support our 'No place like home' activity (the left shift) – from *January 2025*
- Communications/engagement to enable and raise awareness of our corporate social responsibility activity and Bright Charity activities – *from February 2025*

### Key results:

- Deliver activity to support initiatives
- Hold two community cafes a year – one in Northumberland and one in North Tyneside – first one to be held by April 2025

# Our 2025 storyboard so far - a snapshot



## Other key considerations

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### Branding

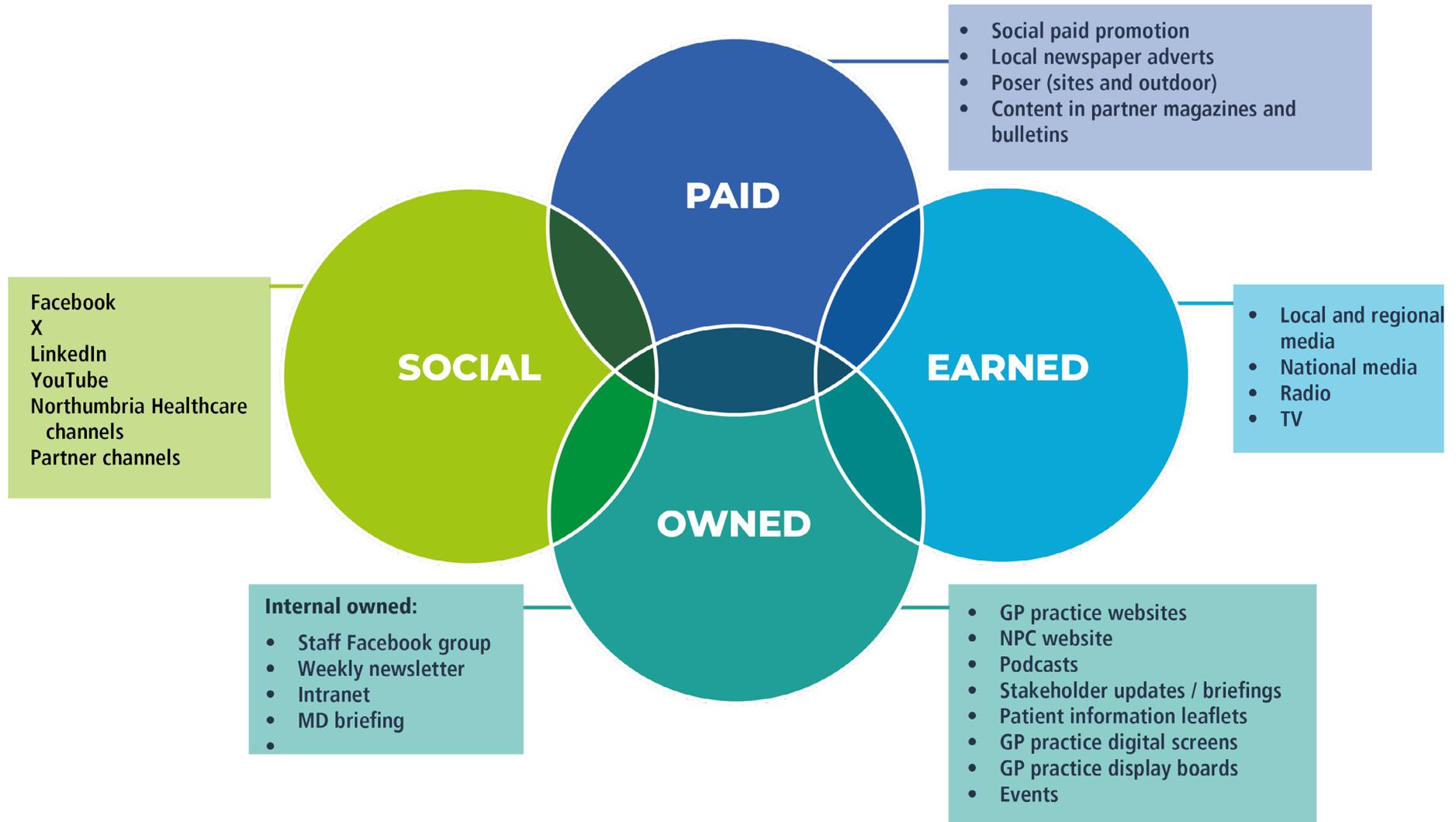
At every opportunity we will continue to strengthen our brand awareness and ensure brand consistency.



### Listening

We will make better use of research channels available to us via NPC and the trust – 'Have your say', perception research and PEP Health.

# The channels we use



# Communications team guiding principles

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1

We are focused on using data, measurement and evaluation to guide our approach.

2

We use a strategic, planned and creative approach to all our work which is regularly reviewed.

3

We are committed to developing our teams to the highest professional standards.

4

We will be hardworking, transparent and honest in our work which is scrutinised through weekly, monthly and quarterly reviews.

5

We want to be the best by providing a high performing service that stands out nationally.

6

At the core of all we do is the broad range of internal and external relationships – we will continue to maintain, build and strengthen relationships with stakeholders.



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