

Communications strategy and delivery plan

Purpose

- 1.** We wish to inform the Board of a refresh of our existing Communications strategy to align with the structure and content of Healthwatch England's Communications strategy and to update the focus of our work.
- 2.** The delivery plan distils the strategy into practical steps that we intend to take to achieve its goals. It also outlines the benefits of implementing these actions.

Appendix 1 – Comms Strategy

Appendix 2 – Comms Delivery

Action

- 3.** We would like the Board to approve the content of both documents attached as appendices.
- 4.** The Board is asked to note the strategy and direction of comms team activity.