

NHS Greater Glasgow and Clyde	Paper No. 25/68
Meeting:	NHSGGC Board Meeting
Meeting Date:	24 June 2025
Title:	Communications and Public Engagement update – June 2025
Sponsoring Director/Manager	Sandra Bustillo – Director of Communications and Public Engagement
Report Author:	Neil McSeveny – Deputy Director of Communications Daniel Connelly – Deputy Director of Public Engagement

1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in May 2025 – June 2025

2. Executive Summary

The importance of effective stakeholder communications and engagement as a key function of Board governance is set out in the Blueprint for Good Governance. This report aims to:

- Inform Board members on the progress and impact of various initiatives and campaigns undertaken to enhance stakeholder engagement and improve service delivery.
- Provide details on key areas such as patient experience, stakeholder engagement, service support, and major communications campaigns and activity.

3. Recommendations

The NHS Board is asked to consider the following recommendations:

- To note the content of the report

4. Response Required

This paper is presented for awareness

Impact Assessment

The impact of this paper on NHSGGC's corporate aims, approach to equality and diversity and environmental impact are assessed as follows: *(Provide a high-level assessment of whether the paper increases the likelihood of these being achieved.)*

- | | |
|------------------------|-----------------|
| • Better Health | <u>Positive</u> |
| • Better Care | <u>Positive</u> |
| • Better Value | <u>Positive</u> |
| • Better Workplace | <u>Positive</u> |
| • Equality & Diversity | <u>Positive</u> |
| • Environment | <u>Positive</u> |

5. Engagement & Communications

The issues addressed in this paper were subject to discussion within the Communications and Public Engagement Directorate.

6. Governance Route

N/A

7. Date Prepared & Issued

Date prepared: 11 June 2025

Date issued: 16 June 2025

Communications and Public Engagement Update

June 2025



1. Introduction

1.1 This report covers the period May – June 2025 and provides a summary of some of the main activities delivered by the Communications and Public Engagement Directorate in this period.

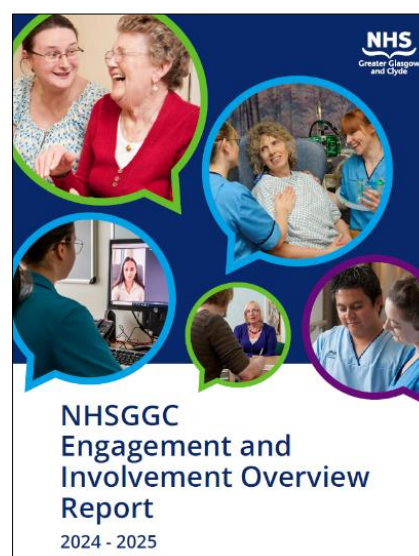
2. Engaging Stakeholders



2.1 NHSGGC Engagement and Involvement Overview Report 2024 – 2025

NHS Greater Glasgow and Clyde (NHSGGC) is committed to listening to and learning from people's experiences of our services. These experiences not only help us to understand what we are doing well, they help us identify where we could be doing better and help influence service improvements.

This [report](#) has been produced by the Patient Experience Public Involvement (PEPI) Team to provide an overview of the range of engagement and involvement taking place across NHSGGC.



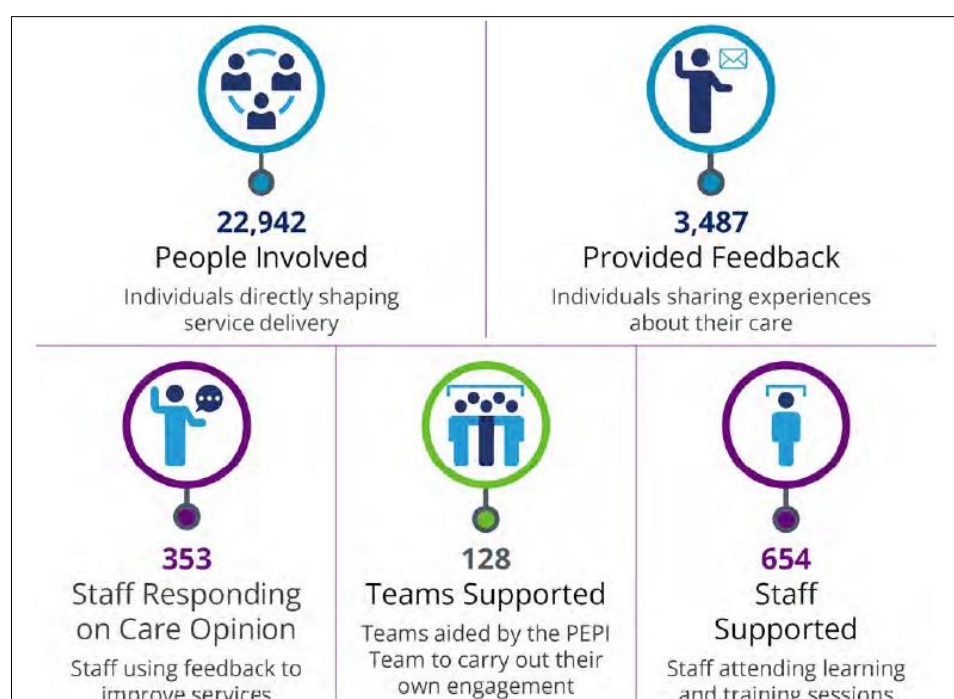
The report captures and celebrates work carried out by teams across NHSGGC, along with our HSCP colleagues, to involve our stakeholders in the delivery, design and improvement of services.

This report demonstrates the range of work undertaken across NHSGGC to support its statutory duties for public involvement as set out in the [NHS Reform \(Scotland\) Act 2004](#). These duties are assured by Healthcare Improvement Scotland through its statutory duty defined in the [Public Services Reform \(Scotland\) Act 2010](#). These existing statutory requirements fully encompass the obligations outlined in the [Consumer Scotland Act 2020 duty](#).

In addition, the report highlights the breadth of public, service user and patient engagement across NHSGGC and our Health and Social Care Partnerships. Key highlights include the use of patient insights to shape Board-wide strategies such as the Nursing and Midwifery Strategy, supporting digital innovation with patients sharing their experiences of Patient Hub and virtual consultations.

Alongside wide-reaching engagement, the report provides examples of more focused engagement with underrepresented groups, including people with learning disabilities, gypsy traveller communities, and those accessing palliative care.

2.2 Report Highlights:



2.3 Examples from the report

The following examples are short summaries of engagement and involvement shared as part of the NHSGGC Engagement and Involvement Overview Report.

2.3.1 Volunteer Involvement in Facilities Inspections

The PEPI team supported the NHSGGC Facilities Department in recruiting public partners to participate in domestic services reviews across hospital sites.

Eight trained public partners now support NHSGGC Facilities by independently observing hospital cleaning audits. Their involvement enhances transparency, includes patient and visitor perspectives, and contributes to service improvements. The initiative has been well received, with leadership praising the value of public insight in creating safer care environments.

2.3.2 Specialist Children's Services Engagement

The PEPI team gathered over 1,100 responses to improve Specialist Children's Services, highlighting a need for clearer communication. Materials were inclusive, and 335 people expressed interest in ongoing involvement. This marks a key step toward more integrated public engagement in service development.

2.4 Service Support through 2024 - 2025

The Patient Experience Public Involvement (PEPI) Team provides support to frontline services and teams to involve people in the design and delivery of our services and a sample of the 128 teams and services supported during 2024 – 2025 is highlighted below.

Support Request Examples

 AI Cancer diagnosis Recruit public representatives	 Older Peoples Services, GRI Involve service users and families
 Cataracts service Implement patient feedback process	 Pain Management Physiotherapy Gather feedback on web app
 North East Primary Care Mental Health Team Capture feedback from patients	 CTAC Community Treatment and Care Team Develop a feedback survey
 Children's and Young People's Diabetes Service Evaluate patient and family experiences	 West of Scotland Adult Cystic Fibrosis Team Develop a feedback survey
 Radiology Services, GRI Improve patient feedback tools	 Endocrine Nurses Medical Day Unit Access patient experience
 Biochemistry Laboratory, Clyde Sector Capture patient feedback	 Glasgow City HSCP, Children and Families Develop a feedback survey
 GCHSCP Community Nursing Explore options for gathering feedback	 Clinical Research Facility Plan a PPI event
 South Sector Older Peoples Services Present survey information	 RHC, Women and Children's Services Use MS Forms for developing surveys
 Speech and Language Therapy Develop a feedback survey	 Older Adults and Stroke Services Capture feedback from relatives
 Paediatric Respiratory Develop a feedback survey	 Community Treatment Bus Gather patient feedback

3. Communications



3.1 Celebrating Success – Staff Awards Event

Every day our staff and volunteers go above and beyond to provide the best possible care and support to patients, relatives, and staff. The Celebrating Success Awards, held on Wednesday 28 May 2025, recognised the hard work and incredible dedication all our staff display year-round.

This prestigious annual event saw 29 awards presented across the evening, alongside recognising those staff with more than 50 years' service within the NHS.

The event marks the culmination of a number of months of event planning and working across the organisation to publicise nominations among staff, shortlisting, and effective promotion of the event itself before, during and after.



All the winners from 2025

Two special awards - the Chair's Award for Excellence, and the Chief Executive's Award for Excellence in Innovation were also presented during a highly successful evening. A video highlight of the evening's proceedings can be viewed [here](#).



Video highlights

Mr Joe Griffin, Permanent Secretary, Mr Neil Gray, Cabinet Secretary for Health and Social Care, and Caroline Lamb, Chief Executive for NHS Scotland, also sent their kind wishes and congratulations to all staff in [this video](#).



Messages of thanks were recorded as part of the evening

Hosted by BBC presenter, Brian Burnett, feedback has been overwhelmingly positive, and this marks another highly successful Celebrating Success Awards.



You can view a full photo gallery [here](#)

3.2 Nursing and Midwifery Days

This May marked International Nurses Day and International Day of the Midwife, celebrating the incredible work nurses and midwives do across the world. Within NHSGGC, we highlighted some of the fantastic achievements of our own nursing and midwifery teams. We also used the occasion to help launch our NHSGGC Leading the Way 2025-2029 nursing and midwifery strategy when Professor Angela Wallace, Executive Director of Nursing and Midwifery, thanked our nurses, midwives and healthcare support workers on a video message.



As part of the celebrations a number of events were hosted across the organisation, with stalls, messages and goodies for staff. We promoted the events through our growing Staffnet hub, while also utilising channels including the Core Brief to help raise awareness of the great work our nurses and midwives do.



NHSGGC staff celebrating on International Nurses Day

3.3 Volunteers

Volunteers' Week provided an opportunity for us to celebrate the work of NHS Greater Glasgow and Clyde's amazing volunteers from all walks of life, who give up their time to help our patients, visitors and staff. This included sharing a story about a [Civic Reception](#) held at Glasgow City Chambers, attended by NHSGGC Deputy Chief Executive William Edwards, and securing local media coverage about a young Ward Support Volunteer at the Royal Alexandra Hospital, [Sophie Henderson](#), who is going to study medicine at university after the summer. We also shared a video with Glasgow Royal Infirmary volunteer Tony Price, who lends a helping hand in the hospital's Emergency Department. As part of our series, we also featured a story about volunteers at Lightburn Hospital and an appeal for new volunteers at New Stobhill Hospital.

Volunteers' Week is an annual UK-wide campaign held from the first Monday in June to celebrate and recognise the contribution of volunteers. At the Civic Reception, NHSGGC reaffirmed its commitment to volunteering by becoming a Volunteer Charter Champion.



NHSGGC Deputy Chief Executive William Edwards joined Deputy Lord Provost of Glasgow, Bailie Christy Mearns, and volunteers at the City Chambers



Video with GRI Volunteer Tony Price

Caring Sophie shares positive experience of volunteering at RAH as she's set to study medicine

Dedicated
Teenager
Sophie Henderson
enjoys her
time volunteering
at the RAH



Local coverage of our story with RAH Ward Support Volunteer Sophie Henderson

