

NHS Greater Glasgow and Clyde	Paper No. 26/18
Paper Title:	Standing Committee Chair's Board Report
Meeting:	NHSGGC Board Meeting
Date of Meeting:	26 February 2026
Purpose of Paper:	Assurance
Classification:	Board Official
Name of Reporting Committee:	Area Clinical Forum
Date of Reporting Committee:	12 February 2026
Committee Chairperson:	Dr Morven McElroy

1. Purpose of Paper

The purpose of this paper is to: inform the NHS Board on key items of discussion at the Area Clinical Forum Committee.

2. Recommendation

The Board is asked to note the key items of discussion at the recent meeting of the Area Clinical Forum on 12th February 2026 as set out below and seek further assurance as required.

3. Key Items of Discussion

3.1 Executive Update of Ongoing Business

The Forum received an update from Dr Scott Davidson, Medical Director, on ongoing Board Business including the future implementation of a Public Confidence Safety Oversight Programme, update on system resets, the success of Hackathon 5 and a potential Public Health staff survey being developed regarding vaccinations.

3.2 Digital Strategy

BOARD OFFICIAL

- The Forum received an update on the Digital Strategy for awareness.
- Mr Jonathan Todd, Head of Information Management, provided an update on the progress delivering the Digital Strategy, noting that good progress is being made.
- The Forum noted that key short-term challenges are increasing, largely focused on national programme delays and dependencies which require local NHSGGC implementations of tactical solutions, funding and maintaining the breadth of current systems, and on slowing of some original Strategy commitments to reflect the organisation's evolving priorities.
- The Forum was content to note the update.

3.3 Winter Communications Update

- The Forum received a presentation on Winter Communications for awareness.
- Mr Neil McSeveny, Deputy Director of Communications, informed the Forum that the Winter Communications campaign remained ongoing. This included targeted communications to inform the public about the correct care pathways, promote vaccination uptake and support patient flow through Hospitals. A full evaluation of the campaign would take place in Spring.
- The Forum received an update on delivered and upcoming campaigns. This included a campaign targeted at students, which resulted in an increase in page views to the student hub on the website.
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- The Forum was content to note the update.

3.4 Brief Update From Each Advisory Committee on Salient Business Points and Minutes to Note

The Forum received verbal updates from Chairs of Advisory Committees.

3.5 Closing Remarks and Key Messages for the Board

- The Chair thanked members for their attendance and for the presentations and updates provided.
- There were no issues for referral to other Standing Committees or escalation to the NHS Board.

4. Date of Next Meeting

The next meeting of the Area Clinical Forum Committee will take place on 16 April 2026.