

| | |
|------------------------------|------------------------------------------------------------------------------------|
| Date policy written: | 1 June 2015 |
| Date policy reviewed: | 1 September 2019 |
| Policy Authors: | Aleisha Foreman, Communications Manager Sarah Reddiford, Communications Manager |
| Reviewed by: | Elizabeth Bond, Head of Fundraising |
| Date to be reviewed: | 1 September 2020 |
| Approval: | Southmead Hospital Charity Committee |

About us

We want to make healthcare better for our patients today and in the future by funding innovative, nurturing and supportive projects that transform local NHS services. We provide the bridge between grateful patients and their families, and the NHS that they want to thank. We work collaboratively with our corporate partners, donors and trusts to manage their social investment in transformative healthcare to have the biggest impact.

With this support, we can fund pioneering research and new equipment, support patients and their loved ones through difficult times as well as invest in improvements to our hospitals' buildings and spaces. We also care for the people who care for you, and fund projects which develop and support staff to help them deliver exceptional healthcare to more than 300,000 patients a year.

Last year with the help of our supporters, we raised over £3.4 million. Working in partnership with North Bristol NHS Trust, and our donors, we determine where funding is best spent to have the greatest impact to transform the NHS in local communities and to deliver visionary healthcare for the future. We fund projects that:

| | | | |
|--|----------------------------------------------------|--|---------------------------------------|
| | Improve our hospitals' buildings and spaces | | Support our patients and staff |
| | Fund specialist equipment | | Invest in pioneering research |

Purpose

Occasionally Southmead Hospital Charity may be supported by high profile individuals and VIPs (defined as dignitaries, celebrities, MPs or Royalty). VIPs are currently used to attend events, help with publicity and assist with fundraising campaigns. We are on occasion also approached by VIPs for private visits to particular departments.

To comply with Trust policies, Southmead Hospital Charity authorises and co-ordinates all activities involving high profile individuals when the activities are in support of the charity. This includes activities associated with fundraising and donations, on all Trust sites.

A discreet policy for working with celebrities is in keeping with recommendations 1 and 12 contained within the Lampard review and this policy has been developed in line with these recommendations. The policy also sits within the context of the charity's naming policy which clarifies how donors are recognised for their financial support. The policy also aligns with North Bristol NHS Trust's safeguarding policy and volunteering monitoring.

The purpose of the following policy is to provide charity and Trust staff with a tighter framework and guidelines as to when it is appropriate to engage with celebrities and VIPs, and avoid any reputational risk to Southmead Hospital Charity and North Bristol NHS Trust.

Process

If any service, ward or department wishes to engage a VIP in connection with the charity's activities, they should in the first instance contact the charity's communications team.

The communications team, in partnership with the Trust communications team, will undertake research to ensure there is no reputational risk in engaging with the particular VIP or celebrity.

Third party groups fundraising on behalf of Southmead Hospital Charity will also be expected to work within this process.

Clinical staff should also go through the charity's communications team if they are intending to use a VIP to endorse literature or be a media spokesperson for their work or project funded by the charity.

It will be the responsibility of the charity communications team to:

- Decide whether there is any potential reputational risk in engaging with a particular VIP.
- Consider the potential for inappropriate political bias in media coverage.
- Agree who will be the most appropriate person to approach the VIP.
- Ensure that the VIP is briefed and accompanied at all times.
- Make appropriate arrangements for media management.
- Seek written consents for any individual to feature in photos, interviews and any media coverage.
- Ensure such visits are not used for commercial gain.

Ward managers and clinical leads will be responsible for:

- Deciding whether a ward / patient area visit is appropriate.
- Deciding whether the VIP should meet staff and patients.
- Ensuring patient confidentiality is not breached.

Standard Visits

All visits must be arranged so as not to impose on patients in the Trust's care or place patients or vulnerable groups at risk:

- A senior member of ward staff must be present throughout the visit.
- A senior member of Trust/charity staff must be present throughout the visit.
- Larger group visits will require agreement with an appropriate executive director.
- Visitors will not be permitted to take photographs in ward or patient areas without prior agreement and appropriate consents.

Monitoring

VIP visits should be regarded as special rather than routine events. Regular visits by an individual should be discouraged and for this reason the charity team will keep detailed records (via the Harlequin CRM database). The Trust Board will be informed via reports submitted by the Southmead Hospital Charity Committee on a quarterly basis. A record of the visits should be recorded in the Board minutes to enable the Trust Board to monitor and scrutinise the nature of VIP visits and the effectiveness of the policy.

Risks related to allowing celebrity visits should be assessed on a case by case basis.

Following up concerns

Any concerns during or following a VIP or celebrity visit should be reported to the charity's Head of Fundraising immediately and the charity's complaints procedure should then be followed.

Please contact the charity team if you have any queries concerning our working with celebrities policy on hello@southmeadhospitalcharity.org.uk