**LPC Meeting – Wednesday 15th November 2017**

14a High Street, Staple Hill, Bristol, BS16 5HP

9am – 5pm

Present: Lisa Fisher, Richard Brown, Tanzil Ahmed, Jerry Long, David Tomlinson, Sadik Al-Hassan, Hilary Collyer, Stuart Moul, Rebecca Barratt, Emily Stone, Plinio Perrone.

Apologies –. Alan Smith, Roger Herbert, Chris Howland-Harris.

Declarations of Interest – None

CCA nomination for report – Emily & Becky

Amendments to Training Log – None.

Review of October Minutes & Action Points.

Minutes agreed and will be posted on the website.

Discussion around arranging the next Area Manager meeting and how to get more AM’s involved, Sadik will pass a new Well email contact to Debbie. Next meeting to be arranged for January 2018.

Contract applications.

Applications reviewed.

Welcome to Plinio, new representative from Boots to replace Matthew Robinson.

Meeting Etiquette.

A discussion around the expectations for the meetings. Coffee break and lunch are at set times for people to plan to make calls.

Treasurers report

Review of the accounts up to the end of October.

Explanation given to Plinio about the Health Education England Grant, there is still money left, plans are in place in order to make the best use of this. Update from PSNC conference Jerry and Lisa attended, there is no plan to increase the levy next year.

QPSM Report

Close to submissions date, next Friday. Review of figures:

100% of pharmacies have NHS Mail accounts.

MUR’s - 76.1%, NMS - 65.3%, Flu - 72.5%,

NUMSAS – only 2 pharmacies are registered to this.

NHS Choices - 92.7%

ETP - 100%

85.9% of pharmacies in Avon have achieved the gateway so far.

Jerry has had a lot of contact with the independent pharmacies and has been supporting them through this.

Conference Feedback and plans for next year

The conference was a success and was well attended.

Lighting on the stage was better, the reps and the food worked well in the same room.

The awards went well and would definitely be repeated next year, maybe could be longer and more emphasis could be put on this next year.

Lisa’s conclusion at the end was very motivational and heartfelt.

Stuart raised the issue that we should put together a document afterwards with key points we have learnt from the conference.

Discussion around having fewer speakers. The possibility of paying for a motivational speaker for next year. Discussion around having Keith Ridge, Chief Pharmacist as a speaker. Richard will contact him to see if he can arrange this.

The Q&A session works well, but need less people on the stage.

Some delegates have received parking fines, but these have been sorted out and Fry’s promise the cameras will be turned off next time.

Richard commented that people were slow to get into the room at the start which meant when the conference started people were still walking in. Next year we will start later than we advertise to take the pressure off and make sure we don’t overrun.

The sponsors were happy and the engagement with the delegates was very good.

Discussion around whether we need a new venue for next year. Richard and Judith visited the BAWA recently but they decided it wasn’t good enough. Richard has asked for a quote from the Aztec West Hotel. UWE has been discussed as a possible venue. The committee has decided that we should look for another venue, to compare it against Fry’s.

PSNC Conference Feedback

Lisa and Jerry attended this, Richard was unable to attend.

A key message was that pharmacy has to engage with the MP’s to ensure they know what pharmacy does.

There was an emphasis on services being commissioned locally.

Updating the LPC Website

Richard has spent a lot of time recently updating the website and making it look more modern and user friendly.

Documents now have an expiration date so now we will get notified when a document is out of date. We now use pop ups to highlight important information.

The news section now links to the twitter feed, we need to get better at updating these.

Pages have been cleaned up and old documents have been archived so they can still be found but are not on the main pages. Richard has put the funding information on the website, but has asked PSNC for their guidance on publishing this on the website.

Discussion around having sponsorship on the website and what a different a website would look like if we paid for a new one.

Richard showed the committee how we could imbed a webinar into the website.

The committee split into groups to check through the website to check for errors or things that need work on. The committee will send their findings back to Richard for him to correct.

Working in a digital World

Communication plans for 2018

Social Media Policy – We now have a new social media policy which all the committee have read. This is due to the increase in social media usage.

2018 Rebrand

New and improved logo and footer image - used in communication to give clear identity and continuity.

MailChimp used for sign up and email distribution. Gives standardised templates and links with social media. Gives statistics and analysis on amount of emails opened and clicks on links. Richard to update software to facilitate transfer of distribution lists. Firewall issues to be checked with PSNC and use some pharmacies as tests. Possibility of selling template to third parties - for future discussion.

Webinars

Face to face training events are well received however are not reaching all of our contractors.

There is a need for continuation of training - to be linked in with PH campaigns and LPC training events

'WorkCast' used by PSNC to generate webinar videos, used as a click through from LPC website to allow for analytics. This would require two people when live in order to manage Q & A's. The committee members watched example webinar and took test on different devices.

Discussion into costs involved: package for producer and license ex VAT £4,266 per annum.

* Richard proposed two options for discussion: Option 1 LPC buys license, Option 2 VirtualOutcomes Ltd (a partnership with Richard Brown, Judith Poulton and Jerry Long) buys license and allows LPC to have free use to develop content
* Production costs for the LPC will be the same for both options - Remaining HEE grant of £15k could be used towards this

Discussion as to whether webinars should be offered as a training resource - Richard, Judith and Jerry left the discussion due to their involvement in option 2.

Chris Howland Harris called so he could share his opinion. AHS confirmed that they are not currently in a position to offer this service.

Concern raised from the LPC that they would be liable for the cost of the webinar platform if option 1 was preferred. This was felt to be an unnecessary financial risk.

Sadik proposed that the LPC would pursue option 2 with the agreement that a contract and terms are seen and agreed to prior from VirtualOutcomes Ltd. Members unanimously agreed.

Proposed webinars go live Jan 2018 with the license being purchased end of Dec 2017.

AOB

None.