



Marketing and Communications Strategy

2023 - 2026



Foreword

As Wirral's largest employer with 6,500 employees, Wirral University Teaching Hospital NHS Foundation Trust (WUTH) is the thriving heart of the local community.

Comprising Wirral's only Emergency Department, we are one of the biggest and busiest acute NHS Trusts in the North West.

We worked with our stakeholders, staff and patients to develop our strategic road map, producing our 2021-2026 Trust-wide Strategy, which sets out specific objectives aimed at delivering our goals and improving the health of the communities we serve.

This Communications and Marketing Strategy therefore mirrors our overarching strategy, ensuring that patients, families, staff and the wider community are aware of the significant number of innovations and initiatives that are taking place, so they can be part of our pursuit to becoming an 'Outstanding' organisation.



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Introduction



The WUTH Communications and Marketing team plays a vital role in promoting hospital services, innovations, and community involvement, reaching both external and internal audiences.

Externally, we promote new services, healthcare initiatives and health promotion campaigns through both traditional and social media, website content and community outreach programmes, as well as other activities. Above all, we help patients, carers and families to access the services they need and we support broader priorities such as reducing health inequalities.

Our Trust services are rooted in our community and are fundamentally important to the people of Wirral. Communications and marketing help to raise awareness amongst our community, so that the Trust's services are well-received, used appropriately and understood by the public. In communicating with the public, our partners and our staff, we strive

to personalise our communications and reach our audiences in a manner that suits them best, taking account of inclusion, accessibility and addressing health inequalities.

Internally, we keep our colleagues informed and aligned with the Trust's mission and values through newsletters, staff website updates, emails, digital communications, video, social media and face-to-face meetings.

These efforts collectively enhance public confidence, employee involvement, and the overall standing of the Trust within the healthcare landscape and Wirral as a 'Place' in the NHS and social care system..

We also team up with other marketing and communications partners in Cheshire and Merseyside, finding smart ways to work together, share best practices, support our patients' choices, and be more efficient.

Where we are today



Following a challenging period caused by the COVID-19 pandemic and recovery, and even during the pandemic, the Trust has been able to move forward and bring a raft of exciting new developments, investments and innovation to fruition.

This has provided the Communications and Marketing team with a wealth of good news stories that have been shared through all our channels of communication, including our website, newsletters and press releases to the local media, as well as social media.

In July 2023, we celebrated the 75th anniversary of the NHS, showcasing our staff and their achievements.

We are promoting capital developments in the tens of millions- from our new Urgent and Emergency Care Upgrade project to the ground-breaking Cheshire and Merseyside Surgical Centre, which is providing capacity for an extra 6000 operations for our patients.

We've innovated in every area of our work – from our Green Plan, to apprenticeships, our unique Leadership Qualities Framework – 'Leadership for All', our staff health and wellbeing offer, in how we strive for a just and learning culture, delivering best practice equality, diversity and inclusion for our staff experience and patients, clinical research excellence and much more...

Recent highlights

Our Trust is a recognised leader in many areas, winning national awards in everything from dermatology to dementia care, patient safety to patient experience, and innovation to staff engagement. Here are a few of our achievements in recent years.



2021

- ▶ **Launch of new 5-year strategy**
The Trust is aiming to achieve CQC 'Outstanding' by 2026.
- ▶ **Cardiac Catheter Lab, Arrowe Park Hospital**
£1.2m state-of-the-art laboratory for heart patients.
- ▶ **High Dependency Unit, Arrowe Park Hospital**
Upgraded to include six specialist side rooms, enhanced infection prevention and control measures and a new ventilation system.

- ▶ **ExactVu ultrasound imaging, Arrowe Park Hospital**
First Trust to use this imaging aid to help diagnose prostate cancer.
- ▶ **Clatterbridge Diagnostics, Clatterbridge Hospital**
One of the first UK's community diagnostics centres; treating 50,000 patients by March 2023.

Recent highlights

2022 - 2023

▶ **The Retreat -new restaurant and changing rooms for staff, Arrowe Park Hospital**

Modern light and airy restaurant space, serving healthy food, built with WUTH Charity support and incorporating staff wellbeing rooms.

▶ **Cheshire and Merseyside Surgical Centre, Clatterbridge Hospital**

£25m for new elective surgical hub with 4 new operating theatres (two opened Oct 2022, plus two in Oct 2023), plus £2m Da Vinci robot for robotic surgery.

▶ **Dialysis Unit, Arrowe Park Hospital**

£2.8m relocation and upgrade with new ward spaces, side rooms, and waiting areas.

▶ **Maternity Services at Arrowe Park and Seacombe Birth Centre**

Rated Good, with areas of outstanding practice, by the Care Quality Commission (CQC).

2023 - 2025

▶ **Urgent and Emergency Care Centre**

£37m redevelopment of Emergency Department and Urgent Care Centre at Arrowe Park Hospital - state-of-the-art facility, more ambulance receiving bays, greater privacy and dignity for patients, plus special provisions for children's Emergency Department and mental health patients.



...deliver the best quality and safest
care to the communities we serve

Our vision and values

Together we will: '**deliver the best quality and safest care to the communities we serve**', through our values of '**caring for everyone**', '**embracing teamwork**', with '**respect to all**' and 'committed to improvement'.

To support the Trust's vision, we have identified four communications' objectives which link back to our Trust-wide objectives.

These communications' objectives each have their own workstreams, and a detailed plan will be created annually incorporating a calendar of activities.

These will include regular milestones such as disease awareness days or employee celebration days for different healthcare professions, annual/regular major events such as the Annual Members' Meeting and Staff Awards, plus specific activities in any given year, such as facility openings.

Our Strategic Focus 2023-26



Provide the best care and support



Provide seamless care working with our partners



Be a great place to work



Be a digital pioneer and centre for excellence



Maximise our potential to improve and deliver best value



Improve our infrastructure and how we use it





OUTSTANDING CARE

Illustrate outstanding patient care and support



CONTINUOUS IMPROVEMENT

Showcase how the service is continually improving



COMPASSIONATE WORKFORCE

Highlight how the Trust offers a great place to work



OUR PARTNERS

Demonstrate and support ongoing partnership success



INFRASTRUCTURE

Explain the benefits of new buildings, equipment and services



DIGITAL FUTURE

Describe research, innovation and digital excellence

Communications' objectives

Communications' priorities

Outstanding Care

Illustrate outstanding patient care

- ▶ Successful patient outcomes
- ▶ 32 clinical specialties
- ▶ New services or facilities
- ▶ Advanced equipment
- ▶ Health promotion campaigns
- ▶ Voice of the patients and carers
- ▶ CQC inspections
- ▶ External awards

- ▶ Arrowe Park Urgent and Emergency Care upgrade
- ▶ National campaigns
- ▶ Healthy Wirral
- ▶ Winter plan
- ▶ Vaccinations
- ▶ Reduced health inequalities



Communications' priorities

Compassionate Workforce

Highlight how the Trust is a great place to work

- ▶ Staff success and achievements
- ▶ Staff awards
- ▶ Training and career development
- ▶ Staff voice and experience
- ▶ Equality, diversity and inclusion
- ▶ PRIDE month
- ▶ Armed forces support
- ▶ Apprenticeship scheme

- ▶ Staff environment improvements
- ▶ Widening participation
- ▶ Education and trainee feedback
- ▶ NHS Staff Survey
- ▶ People Pulse survey
- ▶ Health and wellbeing
- ▶ People Strategy
- ▶ Leadership development
- ▶ People Promise and People Plan
- ▶ Recruitment events
- ▶ Volunteer workforce
- ▶ WUTH Charity involvement
- ▶ International recruitment



Communications' priorities

Continuous Improvement

Showcase how the service is continually improving

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- 
- ▶ 'Best Care for Everyone' delivery
 - ▶ Research and Innovation, including 60+ research projects
 - ▶ Research authors and papers
 - ▶ Innovative treatment and services
 - ▶ Artificial Intelligence (AI) in diagnostics
 - ▶ Personalised medicine and genomics
 - ▶ Digital Foundations, Innovation, Education, Intelligence
 - ▶ Quality Improvement
 - ▶ One Patient Record
 - ▶ Patient Portal
 - ▶ Meeting sustainability goals
 - ▶ Remote monitoring/ telecare
 - ▶ Data snapshots
 - ▶ Awards and accreditations
 - ▶ WAVE (Waste Activity Value Efficiency)
 - ▶ Service improvements

Communications' priorities

Our Partners

Demonstrate ongoing partnership success

Initiatives

- ▶ Our role as an Anchor Institution in Wirral
- ▶ Local, regional, national contribution
- ▶ Joined-up integrated patient journey
- ▶ Visits by local and national NHS professionals and politicians

Partnerships

- ▶ NHS Cheshire and Merseyside Integrated Care Board (ICB)
- ▶ Cheshire and Merseyside Acute and Specialist Trust Alliance (CMAST)
- ▶ Wirral Place and Partners
- ▶ GPs / health clinics/Primary care links
- ▶ Wirral Council
- ▶ MPs

- ▶ Businesses and supply chain
- ▶ Green Plan partnerships
- ▶ Social value delivered through construction projects
- ▶ Apprenticeship Levy transfer

- ▶ Governors
- ▶ Education providers
- ▶ The Bridge Forum
- ▶ Healthwatch Wirral
- ▶ Wirral Maternity and Neonatal Voices
- ▶ Mencap
- ▶ Macmillan/Maggie's/League of Friends



Measurement & Evaluation



This highlights the key measures for our marketing and communications' activities:

External communications

- Media enquiries – number of inbound calls
- Press releases issued – number, including those relating to comms objectives
- Media coverage – print articles, radio interviews, TV interviews. Tone of coverage
- Website data – visits, visitors, top pages
- Social media – number of followers, posts, engagement
- Online activities – podcasts, blogs, videos – engagement and sharing content
- Public involvement and advocacy through social media and patient feedback

Internal communications

- Staff InTouch Bulletin – number of recipients / feedback
- Leaders in Touch – video views
- Website data

Stakeholder communications

- Stakeholder newsletter (quarterly) – number of recipients
- Stakeholder briefings
- Survey stakeholder feedback

Other activities

- Campaigns
- Metrics for patient uptake e.g. patient portal sign ups
- Support with award submissions – awards shortlisted/won
- Increases in referrals, patient uptake
- Correlation of public information campaigns with uptake e.g. vaccinations

Appendix 1:



Audiences and channels of communication

General communications

- Annual strategy
- Website
- Brand guidelines and corporate messaging
- Website
- Annual Members' Meeting

General communications

- Staff InTouch Bulletin (twice weekly) - Email/ staff website
- Staff InTouch magazine (quarterly) - Email/ staff website
- Leaders In Touch Forum (monthly) - Face-to-face, Teams, cascade
- Stakeholder newsletter (quarterly) - E-newsletter
- Board meeting summary (monthly) - Email staff

Public

- Traditional media - Newspapers, radio, TV
- Social media (daily) - Facebook, Instagram, X, LinkedIn, YouTube
- Trust website updates (daily) - Trust website
- Patient leaflets (daily) - In hospital
- Flu and COVID-19 campaigns (annual) - All channels

Measurement & Evaluation

Audiences and channels of communication

Stakeholder communications

- Together We Will - Quarterly newsletter
- Stakeholder update TBC - Monthly
- Stakeholder briefings - Face-to-face

Departments and Divisions (may require support)

- Safety bulletin
- Clinical advisory bulletin
- Staff noticeboards
- Recruitment

Events/ Campaigns/ Projects

- Leadership for All conference
- Staff Awards/ long service certificates
- Posters
- Digital projects, including Patient Portal
- External awards e.g. Health Service Journal (HSJ)
- Leveraging the contribution of WUTH Charity and supporting fundraising

Ad Hoc

- Wall art
- Screensavers
- Posters
- Urgent staff emails
- Incidents
- Unplanned media enquiries
- Reactive issues



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together
we will

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