

**Transitional Working Group**  
**Meeting held on 14 January 2009 in the Council Chamber,**  
**Basement, 1 Lambeth High Street, London, SE1 7JN**

**Present:**

Mr S Churton	President
Mr M Astbury	Vice President
Mr A Gush	Treasurer
Mr D Carter	Council Member (pm only)
Dr C Duggan	English Pharmacy Board
Mrs S Melville	Chairman, Scottish Pharmacy Board
Mr P Jones	Vice Chairman Welsh Pharmacy Board

Mr J Holmes                      Chief Executive and Registrar

**In attendance:**

Mr H Duff	Director for England
Mr S Coggins	Programme Manager

**Apologies:**

Mrs L Jacobs                      Council member

Action

**09/01 Welcome**

SCh explained that the purpose of this meeting was to “pressure test” the workstream briefs to gain a common understanding of the objectives (the “what” and the “how”), by playing the “critical friend” role, in challenging, supporting and motivating. The minutes would record changes to the briefs and issues arising, rather than summaries of the briefs themselves.

**09/02 Actions from meeting on 08.12.08**

All action points have been implemented or are in hand:-

**08/06** – paper circulated ahead of meeting – no comments were taken.

**08/12** – a guidance document on using SharePoint has been circulated to all Council Members by Andy Langler.

**08/13** – Professional Networking - a list will be submitted to the Boards for comment and approval. It is important to be seen as inclusive with this process, for fear of excluding or undermining the importance of others, geographical representation also to be taken into account.

Cath Savage  
Howard Duff

**09/03 Websites for TWG**

SCo reported that there would be 3 websites related to the work of the PLB:-

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1. Internal website – SharePoint - for work stream leads
  2. TWG group website - SharePoint – for draft or final documents for Council members.
  3. Outward facing external site – similar to the TransCom site – ensuring openness and transparency of process.

Site 1 up and running, sites 2 and 3 to be operational by February 09.  
Official launch of site 3 to take place at Stakeholder meeting on 24 February 09

Howard Duff  
Steven Coggins

Nigel Clarke to be asked to compose a letter for the PJ re the launch of the website and membership engagement with the process. Olivia Timbs to be asked to include an introduction to the website in the editorial section of the PJ to run concurrently with the publication of Nigel's letter.

Jeremy Holmes

#### 09/04 Review and approval of revised workstream briefs

##### a) Professional Development and Education – Lyndon Braddick

###### **Scope**

Initial emphasis around providing a support package in relation to the calling in of CPD records by the regulator.

Meetings have taken or are due to take place with CPPE, WCPPE and NESS – all information from these meetings to be submitted to LB.

Steve Churton  
Peter Jones

JH suggested a “double headed” website on CPD – 80% providing support by the PLB and 20% relating to checking of records by GPhC. Andy Langler to be included into the team.

Lyndon Braddick

Ownership of CPD site would assist in marketing/selling secondary services; to be included in the *scope* of the project. AG declared an interest (as he had been approached, but declined a business opportunity in relation to the BMA) and mentioned the valuable support provided by BMA to those aiming to pass professional exams. LB to arrange a meeting with BMA

Lyndon Braddick to include in brief and communicate with Andy Langler

**Scope** of project to include CPD support for “affiliated bodies” in addition to pharmacists.

Lyndon Braddick

Interviews for Head of Professional Development taking place on 23 January – the calibre of applicants has been high – a good appointment is expected.

**Deliverables** –the word “plan” in all 4 points should be amended to “and delivery of”. LB assured the group that the next stage of the project planning would include clearer timescales for delivery.

Lyndon Braddick

The group agreed that it was important to be strategically aware of the financial potential and different frameworks that already exist, a unified approach was needed. .

##### b) Professional Support – Cath Savage

An options paper on advice and information support mechanisms and

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relationships was currently being prepared by Bernard Kelly.

It was suggested that the focus change from printed material to on line delivery and employers be targeted as they were often the purchasers of our publications. SCh requested that more creative thought be put into marketing publications other than discounts.

Cath Savage to expand objectives for more clarity

CS reported that return to practice and early years support will commence in the autumn.

Need to be aware of synergies across the IT systems for all the new products and services.

Cath Savage

### **Constraints**

Some professional advice currently sits within the regulation directorate. PLB needs to capture this information and expertise ahead of the demerger.

### **Deliverables**

Includes information, advice, service tools, understanding resources and publications package.

Early years and return to practice resource currently not being offered –a decision is needed on whether PLB acts as a signposting organisation only or produces own material.

Project scope to be clear on how support integrates with professional development and education and what each are trying to achieve. Differentiate from LBs workstream by using the term 'early years support' rather than 'pre-registration support'.

Cath Savage/Lyndon Braddick

JH confirmed that market intelligence in relation to employers CPD needs was due at the end of January and LB's report was due mid February .

LB/CS to discuss extent of what is deliverable under each workstream and report back.

Lyndon Braddick  
Cath Savage

MA mentioned that the meeting held on 9.1.09 raised concerns over Bradford pre-registration students and needs to be considered. Delivery should work for all students and be fit for the future.

Cath Savage

AG confirmed that work should not be held up awaiting TWG decision on which workstream this falls under.

### **Milestones**

CD and CS to arrange a meeting to discuss outcome of options appraisal exercise.

Catherine Duggan  
Cath Savage

CS confirmed that a review of the library was being undertaken and that a decision was a priority. Library deliverables to be separated into 'review of existing resource' and 'plan and implementation of future requirements'.

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Launch of new services would need clear timelines. CS to report back with dates. Cath Savage

SCog confirmed that a launch proposal on possible delivery of services will be shared with the group at the next meeting, prior to 24<sup>th</sup> Feb stakeholder event. Steven Coggins

CD mentioned that 2009 should promote differences from the past to make it attractive for members to join based on delivery of services. SCh agreed and said that evidence over 12 months was critical. Critics will go quieter if the Society demonstrates changes.

### **Resources**

Resource planning ongoing, but confident of process in place of being able to approach HD/JH if additional resources needed.

AG confirmed that integration of all workstreams needs to be carefully considered to ensure that there are no gaps/overlaps. Steven Coggins

### **c) Professional Networking – Howard Duff**

#### **Goal**

Structure should be in place by first quarter of 2010.

The successful development of an online community is crucial to member engagement. SM has concerns that some branches may feel marginalised. Howard Duff

HD discussed communications and engagement plan - and a letter outlining plans was to go to branch secretaries. Howard Duff  
Amanda King

PJ asked for information on the different models being piloted. Howard Duff

Agreed that success is converting / evolving successful local branches and networks to LPFs and creating new LPFs where there is a gap. Due to cost reasons we cannot have both branches and LPFs Howard Duff/Patrick Stubbs

Important that information is available for the BRM in May 09 where a brain-storming session is being planned. Howard Duff.  
Amanda King

SM raised a concern that it wouldn't be cost effective to have too many LPF's in rural Scotland.

Virtual Scottish branches pilot is currently being trialled. HD confirmed that Elaine Preece will present information at Project Team Meeting. Elaine Preece

PJ online forum has less traffic than other online forums, eg Private RX. JH to look at a recruitment element within forum, - advertising job vacancies Jeremy Holmes  
Patrick Stubbs

### **Objectives**

Virtual platforms being created – incorporating both current and new special interest groups through an iterative process.

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CD mentioned that UKCPA have lots of groups that could be brought in. HD to follow up with CD. Catherine Duggan  
Howard Duff

It was acknowledged that the programme of Events needs to have a positive overall income position, but that we may decide for other reasons, to have some individual Events that break even or make a loss. Victoria Bytel

Bernard Kelly is leading a group with the publishing team and Colin Morrison to expand on what they do to become an income earner. A good example is the Care Awards which could be a potential revenue stream. Bernard Kelly

**Constraints**

Current branch funding could be seen as a potential 'kick start' fund for new LPF's Graham Duncan

The cost implications are similar to branches but will mean that a structure containing both LPF's and branches isn't viable. LPF's are a good initiative to attract members. Intention to launch networks ahead of demerger so that members will have a benefit that they will not want to lose when membership is optional

The Charter needs to be checked to ensure it does not contain any constraints relating to branch structure. Michele Savage

**Benefits**

To include engaging with employers and to encourage them to pay for their employees.

**Stakeholders**

Employers will be added to this group Howard Duff  
CD to provide list of smaller networks and contact details. Catherine Duggan

**Project Plan**

Critical milestones to be highlighted.

HD confirmed LPF project team is in place. Other projects may need more staff to be involved.

CD to be added to the group as an advisor.

**d) Marketing and Communication – Patrick Stubbs**

**Overview**

All projects have started.

Society has not been member focused and now is the time to demonstrate change in order to gain credibility and engage with the whole membership and create brand value for the PLB.

JH confirmed that a summary of the business case is being sent to major multiple employers to encourage their support for the new PLB and this Jeremy Holmes

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would be shared with AG.

PS to add employers to individual project brief and will add to objectives as stakeholders. Patrick Stubbs

### **Scope**

The cost of maintaining both PJ Online and the PLB website was considered. Branding of PJ Online needs to be complementary and have a clear demarcation but we should also look for cost-efficiencies.

AG stated that the free PJ Online core services should be different to PLB's services. The two websites should not compete against each other.

Ease of access for members is seen as critical.

Customer Relationship Management (CRM) - the Society needs to look at what information we need to record and the processes for capturing this information. CRM is important for understanding member needs. CRM system timescales need to be brought in line with the Technology workstream

Publishing CRM system could be fed into the project.as Publishing have a representative on the team

### **Deliverables**

PS said new services would be developed and launched in sections, not with a big bang approach.

PS has 60% of members emails and will email updates to them as and when new sections of website launched.

SCh stated that the content on new pages needs to have new PLB branding, especially important as we are not changing the Society's name.

Cultural change necessary in how we deal with the website - currently only 1 ½ people dedicated to uploading content which explains why everything is in PDF.

First new website service due to be delivered June 2009.  
We will engage with other organisations (e.g. UKCPA) re opportunities to link with their websites and to discuss what they can offer.

Marketing/campaign agencies will be pitching on 21<sup>st</sup> January 2009. Need to clarify SCh/PS/JH what branding is needed SteveChurton/Jeremy Holmes/PatrickStubbs

SCh requested that work on other websites forms part of the Deep Dive session on 9<sup>th</sup> February 2009

### **Stakeholder Management**

Employers to be added to stakeholders.

Steven Coggins

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Council to be moved to internal stakeholders.

HD and PS to discuss interface between their two workstreams.

Patrick Stubbs/Howard  
Duff

Objective of Stakeholder meeting should be delivering the TransCom Prospectus vision – this needs to be added to all project goals as a strap-line, and as a key message for new website. Branding for this event is very important.

Workstream Leaders  
Jeremy Holmes/Steve  
Churton/Howard  
Duff/Patrick Stubbs

**Resources**

Cultural shift to become part of staff members' day jobs. Site content will emerge from other workstreams – website maintenance will fall under OD workstream. PS needs to consider expertise/skills/resources needed.

Patrick Stubbs

**e) Business Planning – Graham Duncan**

This was discussed under Confidential Business

**f) Third Party – Jeremy Holmes**

This was discussed under Confidential Business

**g) Leadership and Advocacy - David Pruce**

**Constraints**

It was noted that although the Society needs to be aware of other bodies it should not be constrained by this. Agreed that the PLB needs to provide leadership despite what other bodies were doing. DP to re-draft constraints

David Pruce

It was noted that the PLB had to be careful not to cross contractual boundaries when developing new services.

The potential overlap with PS workstream was noted and the fact that once a project had been delivered and was successful it would move to Marketing and Communications to communicate the fact.

Patrick Stubbs

**Resources**

Concern over project team's availability and identifying part-time Project Manager - DP has identified someone and is currently evaluating their time resource.

David Pruce

DP and CD also to discuss how UKCPA address leadership. CD mentioned there was a UKCPA meeting planned where leadership issues could be raised.

Catherine Duggan  
David Pruce

**h) Governance and Legal – Michele Savage**

A paper on Charter Changes is going to February Council. A more detailed paper is available from MS. Following Council's agreement this will go out to consultation.

The main goal is a special resolution - a negative ballot would send the wrong message to the membership.

Communications are very important and should be added to the risks, especial regarding membership categories which are not included as

Michele Savage

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Charter changes. There will be a meeting following Council to discuss handling this communication.

Council have agreed Board elections in 2010 to reflect the proposed new structure.

**i) Organisational Development and Technology**

It was agreed that these would be considered offline and approved by email, changes to SCo by January 31<sup>st</sup> 2009.

Steven Coggins

**j) All project briefs will be approved once changes have been made**

Workstream Leaders

**09/05 Staff Resources**

SCo discussed mapping resources exercise across all workstreams. Meeting to discuss pressures and possible reallocation of day jobs to be arranged

Steven Coggins/  
Howard Duff/Steve  
Churton/Jeremy  
Holmes

**09/06 Risk Register**

SCo confirmed that all risks had been assigned owners.

**09/07 Stakeholder Event – 24<sup>th</sup> February 2009**

160 invites have been sent to stakeholders from TransCom working and reference groups, Superintendents and senior hospital pharmacists. Other invites would also be considered.

It was confirmed that the approach would be market stalls that attendees could visit in groups to offer contributions to the process. This would be very interactive.

Council Members attending the event should be briefed as to their role and what was expected from them.

The TWG confirmed that they would all be attending the event and any ideas regarding the meeting would be emailed to SCog.

Steven Coggins

**09/08 Workstream and Project Progress Report**

SCog tabled this report and informed that group that an updated version would be circulated for all future meetings.

Steven Coggins

**09/09 Date of next TWG Meetings**

Monday 9th February 2009, Room 3, 3rd floor at 10.30am.

Stakeholder Meeting 24 February 2009 Conference Suite at 10.00am.