

Transitional Working Group
Meeting held on 9 February 2009 in Room 3, 3rd Floor,
1 Lambeth High Street, London, SE1 7JN

Present:

Mr S Churton	President
Mr M Astbury	Vice President
Mr P Jones	Vice Chairman Welsh Pharmacy Board
Mr R Daniszewski	English Pharmacy Board
Mrs L Jacobs	Council member

Mr J Holmes Chief Executive and Registrar

In attendance:

Mr H Duff	Director for England
Mr S Coggins	Programme Manager
Mrs Cath Savage	Director for Wales (in part)
Mr P Stubbs	Head of Membership and Marketing (in part)
Mr James Taylor	Marketing Communications Manager (in part)
Mrs Y Dennington	Directorate Administrator, PSD

Apologies:

Mr A Gush	Treasurer
Mr D Carter	Council Member
Dr C Duggan	English Pharmacy Board
Mrs S Melville	Chairman, Scottish Pharmacy Board

Actions

09/10 Introduction

The President informed the group that this meeting would involve 2 “deep dive” sessions. The President said that as these “deep dives” were to be participative.

09/11 Previous minutes

The minutes were agreed and the following actions noted.

09/03 -James Taylor to be congratulated on the creation of the new website (<http://www.pharmacyplb.com>). Patrick Stubbs to be mindful of keeping the website updated.

S Co

P S

Stakeholder meeting

- 09/07 - Stakeholder page on this website to be updated to reflect the organisations invited, removing names of individuals.
- Subject to suggested changes on the agenda SCh and JH agreed that the agenda could be distributed.
- Members of the hospital Chief Pharmacists' groups to be invited to the

S Co

- Stakeholder day. **SCo/HD/JH**
- Involved Council members to be briefed on their role at the Stakeholder day. **SCo/WS**
- Council members who are not involved in the stakeholder day to receive a communication on the rationale behind the invites and a written brief to be distributed to involved members of Council. SCo to draft letter for SCh approval. **Leads**
- No expenses will be paid for attendees, however travel and overnight expenses will be paid for Council Members. **SCh/SCo**
- Workstream leads to be encouraged to seek input from external stakeholders in connection with their projects. **SCo**

09/12 “Deep Dive” Professional Support (09.02/TWG/05) – Cath Savage

A. Membership Information, Advice and Support Service

Discussion focused on the mapping exercise undertaken, the option appraisal paper, and the organisations who had been consulted. Plans are in train to commission research to support piloting of new services and to complement the OLR research already undertaken.

Agreed

- Information service to be “one stop shop”
- Submit the “jigsaw puzzle” describing the core and other services proposed, to the group and obtain agreement (outside of meeting) by 06/03/09. **CS**
TWG

To return to the TWG for agreement on 19/03 for the following decisions:

- Agreement to be taken on niche services and mode of delivery (partnerships, signposting etc.) **TWG**
- Option paper once aligned to “jigsaw puzzle” to be presented to TWG **JH/CS**
- Decide which services will be piloted, and agree to undertake research in line with item 09/16. **CS/TWG**

B. Professional Support Tools

JH/SCh suggested that employers’ views should be sought when shaping provision of services. **CS**

There will be a considerable amount of effort required to drive this work, additional resources will be required - resource identified, permission currently being sought. CS to discuss with JH. **CS/JH**

Agreed:

- Professional support tools and brand architecture to be delivered to TWG by end August 09 **CS**

C. Professional Publications

Workstream project report to be circulated – although the position had now moved on. **CS/SCo**

Agreed:-

- Major revision of publications offering is necessary **CS/JH/Pub**
- Student offering is critical – will be addressed in the Autumn **CS**

D. Early years support

No actions reported.

**09/13 “Deep Dive” Marketing and Communications (09.02/TWG/06)
Patrick Stubbs**

A. Marketing communications plan

Agreed:-

- the ballot vote on Charter changes (June 09) will be a good initial campaign for the external communications agency to work on. **PS/JT**

B. Customer Relationship Management (CRM)

Agreed:

CRM strategy and specification documents to be circulated by 27/2.
Approval sought at TWG meeting on 19/3 ahead of going out to tender. **PS/VB**

C. On line strategy and Website Development:

Only top level reporting from TWG meetings and workstreams to be put on new professional body microsite. **SCo/
PS/JT**

This website to remain current as it is a key resource – PS to agree resource required for microsite. **JH/PS**

Feedback email box in place, will be forwarded to appropriate staff members. **PS**

Discussion continued around email newsletter, new hard copy PB journal and the implications for “Your Society”. A phased strategy was agreed, PS to supply timings at a suitable future date. **PS**

Clear strategy is required for the management of all websites – a summit meeting to be arranged between JH, PS, AL and representatives from PJ Online and Scottish virtual network. **JH/PS**

D. Branding and the new PLB

As Council may require evidence to support decisions on branding any research commissioned to be in line with item 09/16. **PS/HD**

PS to consult with Viv Murch/Richard Dobson re links with organisational development. **PS/RD**

09/14 Monthly Workstream Progress Report (09.02/TWG/07)

A column is to be added to this report to reflect those items that require decisions to be made by the TWG group or Council. **SCo**
The report was accepted and no other issues were raised.

09/15 Future Agendas

All agendas going forward to include an hour slot for decision making for all workstreams.

Recommendation papers for decisions, should be submitted to the TWG for consideration ahead of scheduled meetings.

**SCo/
WS Leads**

Future “deep dive” meetings to include prior provision of supporting material (including project reporting forms).

SCo

09/16 Research for projects

It was agreed that any research undertaken for any of the projects should be carried out in a co-ordinated manner, using our internal research team in the first instance to create a framework with which to tender potentially for one external organisation to carry out all of the research . Internal research team to be briefed.

HD/SCo

09/17 Process Engineering

Both deep dive sessions identified a gap regarding a dedicated resource for “process engineering”. JH acknowledged the gap and agreed to work with the teams to address this issue.

JH

09/18 Decision Making Process

It was agreed that there are four levels to the decision making process depending on priority level:-

- Council
- TWG
- Executive group
- Workstream

SCo to work with workstream leads to identify TWG level decisions. TWG to decide which decisions go to Council.

SCo

09/19 Date of Next Meetings

The next TWG meeting will take place on **19 March 2009**, at 10.30am in the blue room in the basement.

The stakeholder meeting will take place on **24 February 2009** in the conference suite at 10.00am.