

Appendix 1: Communications & Engagement Plan: Proposed Emergency Temporary Relocation of Warren Farm Urgent Treatment Centre

Activity	Channel	Audience	Indicative Timescale
Site visit to Warren Farm UTC to see the extent of the RAAC issue	In person site-visit	HASC members	January 2024
Verbal update and Q&A session with MPs and Councillors who BSol ICB has previously engaged on this issue	MS Teams – led by BSol ICB's Chief Delivery Officer Mandy Nagra	Cllrs and MPs in Kingstanding, Erdington and Oscott	January 2024
Paper presented at HASC	HASC	HASC members	23 rd January 2024
FAQ document	To be shared as an appendix in all comms activity	All audiences	Finalised by 23 rd January 2024
Post-HASC communications	Letter sent jointly on behalf of BSol ICB's CEO and Chief Delivery Officer	Cllrs and MPs in Kingstanding, Erdington and Oscott NHS England NHS 111 GPs in Erdington, Oscott, and Kingstanding Healthwatch Birmingham Chair of Birmingham HWBB	23 rd January 2024
Comms outlining details of relocation, rationale and timeline	Internal communications	Staff at service provider	23 rd January 2024
Web news story	BSol ICB Website	All audiences	23 rd January 2024

<p>Suite of assets to explain the temporary emergency service change</p> <p>Assets to be tailored for each step of the transition process to ensure clear messaging and timelines of transition in services</p> <p>Paid targeted campaign to reach citizens in affected wards</p>	<p>Social Media</p>	<p>All audiences</p>	<p>23rd January 2024 until date of relocation</p>
<p>Comms outlining details of relocation, rationale and timeline</p>	<p>BSol ICB's Primary Care Newsletter</p>	<p>GPs / Primary Care</p>	<p>26th January 2024</p>
<p>Comms outlining details of relocation, rationale and timeline</p>	<p>BSol ICB's monthly political stakeholder e-briefing</p>	<p>Political stakeholders</p>	<p>26th January 2024</p>
<p>Above comms to be repeated across the duration of the transition</p>			