

## Cover Sheet

Trust Board Meeting in Public: Wednesday 14 July 2021

TB2021.46

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**Title:** Annual Public Meeting 2021

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**Status:** For Information

**History:** This is the first paper to the Trust Board on this topic

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**Board Lead:** Chief People Officer

**Author:** Matt Akid, Director of Communications & Engagement

**Confidential:** No

**Key Purpose:** Strategy

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## **Executive Summary**

1. The Trust's Annual Public Meeting (APM) – which is also our Annual Members' Meeting (AMM) as a Foundation Trust – is scheduled to be held on Wednesday 29 September 2021 from 6.30 – 7.45pm (with the opportunity to run until 8pm if required to respond to questions).
2. It is proposed to hold the APM virtually in order to reach a wider audience and in order to provide protection against the potential impact of COVID-19 on holding large scale in-person events – this follows our first virtual APM in September 2020.
3. A programme of presentations and video content, as well as a Question & Answer session, is proposed in order to make the event as interactive and engaging as possible.
4. A Working Group of subject matter experts from the Digital, Communications and Oxford Medical Illustration (OMI) teams has been established in order to lead on delivery of the virtual event from a technical standpoint – learning lessons and addressing areas for improvement from our first virtual APM in 2020.
5. The Trust Board is asked to support this recommended approach.

## **Recommendations**

6. The Trust Board is asked to:
  - Support the recommended approach of holding the Trust's Annual Public Meeting (APM) virtually on Wednesday 29 September 2021
  - Note the proposed programme of presentations and video content
  - Agree that planning for technical delivery of the virtual event be progressed by the Working Group – with any recommendations to be approved by the Chief People Officer as lead Executive Director for Communications and by the Trust Chair who leads the APM

## Annual Public Meeting 2021

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### 1. Purpose

- 1.1. This paper proposes the recommended approach to the Trust's Annual Public Meeting (APM) – which is also our Annual Members' Meeting (AMM) as a Foundation Trust – to be held from 6.30 – 7.45pm on Wednesday 29 September 2021.
- 1.2. It proposes holding the event virtually in order to reach a wider audience and to provide protection against the potential impact of COVID-19 on holding in-person events.
- 1.3. Approval is sought from the Trust Board for this recommended approach.

### 2. Background

- 2.1. Due to COVID-19 restrictions on in-person events, the Trust's Annual Public Meeting was held virtually for the first time in September 2020 – 220 people watched the event live and a further 760 people have watched the [recording](#) of the event on the Trust YouTube channel which means that in total 980 people have watched it.
- 2.2. This is a much greater reach than a traditional in-person APM which is typically attended by 100-200 people.
- 2.3. The same approach is recommended this year in order to reach as many people as possible and because potential COVID-19 issues may make holding an in-person event problematic – a hybrid event, combining an in-person event with a virtual stream, is not recommended for technical reasons.
- 2.4. Holding this year's APM virtually is also consistent with the approach of other foundation trusts – based on research and conversations with Foundation Trust membership managers and communication leads in Shelford Group and other trusts.

### 3. Programme

- 3.1. The proposed programme for the APM will incorporate **live presentations** including a welcome and introduction from the Trust Chair, Chief Executive Officer's report based on his welcome message in the Trust's Annual Report & Accounts 2020/21, and Lead Governor's report; **pre-recorded video content** made by the Trust's in-house videography team (Oxford Medical Illustration) including a Staff Story based on the experience of the Paediatric Critical Care team and a Patient Story based on the experience

of patients who have benefited from the Long COVID service run by OUH in partnership with Oxford Health NHS Foundation Trust; **Question and Answer** session with attendees encouraged to submit questions in advance of the meeting to facilitate grouping these by topic.

- 3.2. Attendees will be invited to submit their questions in advance via email when they register to attend the virtual APM.
- 3.3. An approach to submitting questions during the meeting in a secure way will be confirmed before the APM in order to make the meeting as interactive and engaging as possible while protecting against the risk of for example confidential patient information being placed in the public domain.
- 3.4. For example, the use of a moderator and not making the questions submitted during the meeting public.
- 3.5. This approach will be developed by the Working Group who will oversee technical delivery of the virtual meeting – see section 4 below for details.

#### **4. Technical delivery of the virtual meeting**

- 4.1. A Working Group of staff from the Digital, Communications and Oxford Medical Illustration (OMI) teams has been established in order to oversee technical delivery of the virtual meeting.
- 4.2. We will implement lessons learned from the first virtual APM in September 2020 in order to ensure that areas for improvement are addressed in the planning of this year's event.
- 4.3. For example, issues were encountered on the PC laptop which output the MS Teams Live Event to YouTube. The PC had a forced update and restart. To ensure smoother workflow a Mac laptop will be used that has a fast graphics card and no forced restart facility, with a wired internet connection eliminating any WiFi drop out.
- 4.4. Issues switching between presenters during the APM will be eliminated by one presenter introducing the next one, thus enabling time to switch users in MS Teams Live Event more smoothly to make the experience of watching the APM online better for attendees.
- 4.5. Any recommendations from the Working Group for technical delivery of the event will be presented for approval to the Chief People Officer, as Executive Director lead for Communications, and to the Trust Chair who leads the APM.

## **5. Conclusion**

- 5.1. The approval of the Trust Board is sought for this recommended approach to delivery of this year's Annual Public Meeting.

## **6. Recommendations**

- 6.1. The Trust Board is asked to:

- Support the recommended approach of holding the Trust's Annual Public Meeting (APM) virtually on Wednesday 29 September 2021
- Note the proposed programme of live presentations and pre-recorded video content
- Agree that planning for technical delivery of the virtual event be progressed by the Working Group – with any recommendations to be approved by the Chief People Officer and by the Trust Chair