

Strategic Plan 2021/22



**Overall
Strategic
Goal
2021/22**

To Ensure CPNY and Its Contractors Bounce Back Bigger Better Bolder Post the COVID Pandemic.

Stakeholder Collaboration							
Strategic Goal	Work Collaboratively with Stakeholders to Develop New and Enhance Current Relationships						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Ensure Collaboration Relationships with PSNC, LPCs and LMC are Enhanced	Seek to further develop the standing Yorkshire wide LPCs collaboration forum, with the Aim of Sharing Best Practice	Staff	Staff Time	None			
	Actively engage with PLOT to increase collaboration with PSNC and other LPCs, to Seek Out Best Practice and Service Development	Staff	Staff Time	None			
	Seek to Ensure the Collective COVID Forums set up with the LMC, Public Health and CCGs is maintained and developed	Staff	Staff Time	None			

Stakeholder Collaboration (Continue)

Stakeholder Collaboration (Continue)							
Strategic Goal	Work Collaboratively with Stakeholders to Develop New and Enhance Current Relationships						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Develop New Collaboration and Influential Relationships with the New Healthcare Providers & Commissioners that are being Developed Locally	Ensure that the reputation built up during the Pandemic of Community Pharmacies is understood by the new Healthcare Providers & Commissioners and their ability to deliver more Primary Care Services	Staff	Staff Time	None			
	Ensure that CPNY is an attendee and influencer at the New Healthcare Provision Commissioners Forums locally	Staff	Staff Time	None			
	Develop an Instrument to measure Engagement with New Healthcare Providers & Commissioners	Staff	Staff Time	None			
Enhance Current and New Patient Representative Forums Engagement	Seek to develop current and new Patient Forum Groups to advance CPNY Community Pharmacies' reputation as a Very Local Healthcare and Service Provider	Staff	Staff Time	None			
	Ensure Patient Forum Groups actively promote CPNY Community Pharmacies at stakeholder forums they attend	Staff	Staff Time	None			

Contractor Support							
Strategic Goal	Ensure CPNY Delivers Progressive and Relevant Support for Contractors						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Wellbeing Support for Pharmacies, Awareness of Fatigue and Mental Health	Seek Services/Training to Support Contractors and CPNY staff	Staff	Financial Resources	None			
Proactively Communicate with Contractors	Review CPNY communication with Contractors and produce a Discussion Paper on how it can be improved	Staff	Staff Time	Committee Approval			
	Ensure that all Contractor Communication is Timely and Relevant and the website is kept up to date	Staff	Staff Time	None			

PCN Development							
Strategic Goal	Ensure All PCN Lead Pharmacists Become High-Level Influencers in Their PCN						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Further Develop PCN Lead Pharmacists and Pharmacies to Play an Effective Role Within Their PCN	Organise Regular PCN Lead Pharmacist Meetings & Training.	Staff (New PCN Lead)	Staff Time	None			
	Undertake a training needs analysis of PCN Lead Pharmacists and Pharmacies.	Staff (New PCN Lead)	Staff Time	None			
	Support PCN Leads in their work with Clinical Directors and the PCNs	Staff (New PCN Lead)	Staff Time	None			
Work Both Above the Brand and Within the Brand	When appropriate ensure all PCN Lead Pharmacists, PCN by PCN, are actively promoting the Brand on Social Media with the aim of developing Community Pharmacies as a Health Provision Influencer	Staff (New PCN Lead)	Staff Time	None			
Integration of PCN Lead Pharmacists into CPNY Structure and Governance	Produce a Committee Discussion Paper with options that explore the integration of PCN Lead Pharmacists into CPNY	CEO/New PCN Lead	Staff Time	None			
Seek to Influence PCNs to Commission Pharmacy Services	Work with PCN Clinical Directors and PCN Lead Pharmacists to Identify Services that will support their delivery of PCN Objectives.	Staff (New PCN Lead)	Staff Time	None			

Service Development							
Strategic Goal	Deliver a Portfolio of New Services with Commissioners and Pharmaceutical Companies and Research Organisations						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Commissioning of Primary Care Services with the New Healthcare Providers	Ensure that new Healthcare Providers are aware of the substantial Footfall of Community Pharmacy every 28 Days	Staff	Staff Time	None			
	Develop and submit briefing information that Identifies the Primary Services that Community Pharmacy can deliver	Staff	Staff Time	None			
	Engage with new Healthcare Providers and inform them what and how Community Pharmacy can enhance Primary Care via Service Development	Staff	Staff Time	None			
	Build a Portfolio of Potential Services that can be delivered by All Pharmacy Staff	Staff	Staff Time	None			
	Submit new Primary Care Service Proposals	Staff	Staff Time	None			
	Work with Pharmaceutical Companies / Research organisations to Commission Proof of Concept Services.	Staff	Staff Time	None			

Service Development (Continued)

Service Development (Continued)							
Strategic Goal	Deliver a Portfolio of New Services with Commissioners and Pharmaceutical Companies and Research Organisations						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Seek to Influence PCN to Commission Pharmacy Services	Work with PCN Clinical Directors and PCN Lead Pharmacist to Identify Services that will Support their Delivery of PCN Objectives.	Staff (New PCN Lead)	Staff Time	None			
Engage with Pharma to Develop Services	Approach Pharmaceutical Companies to Commission Product Research Services	Staff	Staff Time	None			
Position North Yorkshire Community Pharmacies as Essential in Tackling Health Inequalities	Work with Public Health Providers to identify services that can be commissioned to support the NHS's Prevention agenda and Health Inequalities.	Staff	Staff Time	None			
PharmOutcomes	Produce a Committee Briefing Paper with an option to purchase a full PharmOutcomes Licence	Staff	Financial Resources	None			

Service Development (Continued)

Service Development (Continued)							
Strategic Goal	Deliver a Portfolio of New Services with Commissioners and Pharmaceutical Companies and Research Organisations						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Work Both Above the Brand and Within the Brand	Engage with Stakeholder Meetings that do not directly benefit Community Pharmacy	Staff	Staff Time	None			
	Engage with Stakeholders to ensure that Community Pharmacy benefits and gets Value for Money	Staff	Staff Time	None			
	Position CPNY as a Substantive Influencer with the Local New Health Provider Commissioners	Staff	Staff Time	None			
	Ensure Committee Members are actively promoting the Brand on Social Media for both CPNY and all North Yorkshire Community Pharmacies, with the aim of developing CPNY and all North Yorkshire Community Pharmacies as a Health Provision Influencer	Staff & Committee Members	Staff & Committee Members Time	None			

Financial Resources							
Strategic Goal	Secure Financial Resources and Efficiencies Other Than the Levy to Deliver the Strategic Plan						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Identify external funding sources other than the levy to aid in the advancement of the delivery of the strategic plan	Identify and make submissions to external funding bids that strategically align with CPNY's strategic plan, in collaboration with other stakeholders when appropriate.	Staff	Staff Time	None			
	Identify and make submission to NHS funding bids that strategically align with CPNY's strategic plan, in collaboration with other stakeholders when appropriate.	Staff	Staff Time	None			
	Identify pharmaceutical companies' sponsorship to support CPNY's strategic plan and contractor training.	Staff	Pharma and Client Funding	None			

Engagement, Communication and Influencing

Engagement, Communication and Influencing							
Strategic Goal	Polish the Brand by Ensuring Community Pharmacies and CPNY are Active Communicators and Prominent Influencers						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Enhanced Contractor and External Communication	Ensure there are Proactive and Regular Posts on <ul style="list-style-type: none"> CPNY's Twitter account CPNY's Facebook account Website 	Staff	Extra Human Capital	Committee Approval			
	Use CPNY's Social Media account to enhance Its Influencer Position	Staff	Extra Human Capital	Committee Approval			
Polish the Brand with The Public and Stakeholders	Produce regular Good News story Media Releases	Staff	Staff Time	None			
Polish the Brand with Political Influencers	Further enhance the profile with both Local and National Politicians	Staff	Staff Time	None			
	Produce a Bi-Monthly North Yorkshire Contents Briefing for all North Yorkshire MPs and Local Councillors	Staff	Staff Time	None			
	Invite All North Yorkshire MPs and Prominent Local Councillors to Visit Pharmacies not just to Promote the Flu & COVID Jobs	Staff	Staff Time	None			

Governance							
Strategic Goal	Ensure Full Compliance with CPNY's Constitution and Value for Money Delivery for Contractors						
Objective	Actions	Lead Role	Resources Required	Barriers to Progression	Update Q1	Update Q2	Update Q3
Committee Meeting	As soon as Pandemic Conditions allow ensure these are held as Physical Meetings	Staff	Staff Time	None			
Exec Meeting	Most Executive Meetings to be Digital	Staff	Staff Time	None			
Committee Member to Committee Members Communication	Develop a Committee WhatsApp Group and circulate active e-mail list	Staff	Staff Time	None			
To operate CPNY effectively and efficiently in line with CPNY's constitution	Ensure CPNY reviews the strategic plan quarterly.	Staff & Committee Members	Staff Time	None			
	Ensure robust budgeting and sustainable financial support for CPNY activities and review quarterly	Staff & Committee Members	Staff Time	None			
	Measure CPNY performance against defined PSNC standards every six months.	Staff	Staff Time	None			
	Achieve a rating of 'good' or 'exemplary' in PSNC's Self-Assessment for all categories.	Staff & Committee Members	Staff Time	None			
	Review all Governance and Constitution Documents to ensure all are up to date and current	Staff & Committee Members	Staff Time	None			

Review the PSNC Prof Wright Report meaningfully	Produce a Committee Discussion Options Paper arising out of the PSNC Prof. Wright Report.	Staff	Staff Time	None			
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