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| **Agenda item:** | **8** |
| **Attachment:** | **C** |

**HRA BOARD COVER SHEET**

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| **Date of Meeting:** | 18/02/2015 |

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| **Title of Paper:** | **STAKEHOLDER ENGAGEMENT AND COMMUNICATIONS – PERCEPTIONS SURVEY RESULTS AND STAKEHOLDER STRATEGY**  |
| **Purpose of Paper:** | The Health Research Authority (HRA) commissioned Accent to undertake survey activity with key stakeholder groups including:* The public
* REC Chairs and Vice Chairs
* Researchers
* Key Opinion Leaders

Accent will lead the presentation of the key findings to share these with the Board to provide them with insight into the way stakeholders perceive the HRA.An additional paper is provided that outlines a suggested ‘direction of travel’ for the development of a stakeholder engagement and communications strategy in response to both this and the DH internal audit report. This will enable the Board to provide some early feedback and input into shaping this work. The approach suggested includes working with the Board on developing a strategy for formal Board sign-off in summer 2015.  |
| **Reason for Submission:** | The paper and presentation are being shared with the Board to provide key input to the Board for the way that a range of stakeholders perceive the organisation.The HRA plans to publish the presentation of findings to the website and proactively share with stakeholders, Board approval is sought to do this. The Board is asked to comment on the ‘direction of travel’ for the stakeholder engagement and communications strategy. Agreement is sought for Board support and participation in the development of this strategy. The Board are asked to agree to a seminar session in May to support the further development of this work.  |
| **Details:** | **Background**The HRA commissioned this piece of activity to measure and understand views of the HRA and its work among members of the public and key stakeholders. This is an objective in the HRA’s 2014/15 business plans and is a Key Performance Indicator for the HRA Board. Accent have carried out the work on our behalf.The intention is for the organisation to use the findings to inform improvements for the delivery of our work and to inform our communications with stakeholders.Interviews took place with:**The public** * The objectives were to:
* measure public confidence in key roles for which the HRA is responsible
* assess public attitudes towards participation in research
* assess public views on issues to inform comms
* to understand the public’s attitude towards data sharing in order to inform future policy.

**REC chairs and vice-chairs, Researchers and Key Opinion Leaders*** The objectives were to evaluate:
	+ Confidence in HRA’s role
	+ Effectiveness
	+ Views on policy issues
	+ Value for Money
	+ Satisfaction with REC, R&D approvals
	+ HRA guidance and advice
	+ Views on future issues

The stakeholder perceptions survey work carried out provides a range of intelligence across a number of stakeholder groups that will inform the stakeholder engagement and communications strategy.The establishment of the Health Research Authority (HRA) as a Non- Departmental Public Body (NDPB) on 1 January 2015 is a good catalyst to consider the development of an overarching strategy for stakeholder engagement and communications.With the new Board in place, Board members may wish to input into the direction and focus of this work and assure themselves that stakeholder engagement and communications is given the appropriate emphasis in supporting the successful delivery of the work of the HRA.The Audit Committee have received an internal DH audit report on stakeholder engagement on 18/2 which indicates improvements in the strategy and management are required. The response to this report was the commitment to developing an overarching strategy and management approach.The communications strategy was last updated in February 2014 and warrants a review and refresh in light of the above and is intrinsically linked to the stakeholder work.A new postholder (Katherine Guerin) is in place with responsibility for stakeholder engagement and communications.  |
| **Time required for item:** |  |

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| **Recommendation / Proposed Actions:** | **To Approve** | **Y** |
| **To Note** |  |
| **For Discussion** | **Y** |
| **Comments** |  |

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| **Name:** | Ian Cook/Katherine Guerin |
| **Job Title:** | Director Corporate Services / Deputy Director Corporate Services |
| **Date:** | 10/02/2015 |