

**Standard Setting for Accessible Information  
Advisory Group Meeting 09 February 2016  
Minutes**

**Present:**

**Olivia Butterworth**, Head of Public Participation, NHS England (Chair)  
**Stuart Cameron-Strickland**, Head of Policy Performance and Improvement – Adult Social Care, Leeds City Council (representing the Association of Directors of Adult Social Services (ADASS))  
**Jane Fox**, Programme Manager – The Information Standard and the Accessible Information Standard Delivery Team, NHS England  
**Hugh Huddy**, Policy and Campaigns Manager, Royal National Institute of Blind people (RNIB)  
**Dr Howard Leicester**, Patient and Public Involvement (PPI) Member  
**Mohamed Jogi**, Deputy Head of Diversity and Inclusion, NHS Employers (representing the NHS Confederation)  
**Sarah Marsay**, Public Engagement Account Manager, NHS England  
**Sarah White**, Policy Officer (Health), Sense

**Apologies:**

**Kevin Aston**, Project Manager (Interim) - The Information Standard and the Accessible Information Standard Delivery Team, NHS England  
**Tom Bailey**, Research and Policy Officer, Action on Hearing Loss  
**Catherine Carter**, Lead Trainer, CHANGE  
**Toto Gronlund**, GP Systems of Choice Lead on Benefits and Patients, HSCIC  
**Sean Kirwan**, Policy Manager - Information Sharing, Data Protection and Standards, Department of Health  
**Erin Outram** (née Fahey), Projects Manager, CHANGE

**Not present due to teleconferencing difficulties:**

**Margaret Flaws**, Senior Equality and Human Rights Officer, Care Quality Commission (CQC)  
**John Taylor**, Patient and Public Involvement (PPI) Member

## **1. Welcome, introductions and apologies**

Olivia Butterworth welcomed everyone to the meeting and a round of introductions followed. It was noted that unfortunately, due to technical difficulties, John Taylor and Margaret Flaws had been unable to join the meeting via teleconference.

In light of changes since the last meeting, Olivia Butterworth provided an update about NHS England staffing arrangements to support implementation of the Standard. Key points included that Lucy Rogers had left NHS England, and that Sarah Marsay (previously Business Lead for the Standard) would be providing significant support in the short to medium term. She reiterated NHS England's commitment to the aim and objectives for the Standard, adding that Kevin Aston had joined Jane Fox's Delivery Team on an interim basis to provide further support.

## **2. Implementation Update**

A report summarising NHS England's progress with key aspects of the Implementation Plan for the Standard, and a separate report outlining learning from the regional events which had taken place to date, had been circulated to members prior to the meeting.

Jane Fox highlighted key points with regards to the implementation events, publication of resources and grant-funded activity. Sarah Marsay highlighted key points with regards to the development of e-learning modules and IT / technical implementation.

Discussion ensued, with members sharing their differing views around progress organisations had made with implementation and how to support compliance in line with published deadlines.

The following actions were agreed:

- **PowerPoint presentations and notes of 'question and answer' sessions from events are to be published online (Action: Jane Fox / Kevin Aston).**
- **Delegate lists from each event are to be shared with other delegates (Action: Jane Fox / Kevin Aston).**
- **Consideration of the potential for national reporting or monitoring of compliance of the Standard is to be included in the September review (Action: Sarah Marsay).**
- **A template Board or committee paper is to be published (Action: Jane Fox / Kevin Aston).**

- **Case studies, scenarios and guidance to support implementation of the Standard in particular settings are to be developed and published (Action: Sarah Marsay / Jane Fox / Kevin Aston).**
- **A communication card and expanded glossary are to be developed and published by Sense (Action: Sarah White).**
- **A list of organisations in receipt of grant funding to support implementation of the Standard, and agreed outputs, is to be shared with members, once finalised (Action: Jane Fox).**
- **Confirmation of GP IT functionality with regards to the requirements of the Standard is to be shared with members (Action: Sarah Marsay).**

Updates from Action on Hearing Loss and CHANGE on their actions and plans in support of the Standard had been circulated to members, and were noted. Sarah White and Hugh Huddy briefly updated on actions completed and planned by Sense and the Royal National Institute of Blind people respectively.

### **3. Next steps following correspondence from primary care committees**

Olivia Butterworth introduced this item by drawing members' attention to correspondence received from the British Dental Association (BDA), National Community Hearing Association (NCHA), and the Optical Confederation in late December 2015. In response to concerns raised, a meeting had taken place with representatives from The Optical Confederation, NCHA, BDA, FODO (Federation of (Ophthalmic and Dispensing) Opticians) and Pharmacy Voice on 01 February. She explained that she felt the meeting had been very constructive, with agreement reached for representatives to work with NHS England to develop and publish guidance around implementing the Standard in primary care settings.

Discussion ensued, with members supportive of the development of service-specific guidance, subject to assurance that the requirements of the Standard, including expectations around the use of professional interpreters, were not substantively reinterpreted. Some concerns were expressed about the cost of meeting individuals' information and communication support needs, especially for smaller providers. Members were supportive of actions to explore the use of personal budgets to assist in meeting individuals' communication needs when accessing health and / or social care services.

**Action: Sarah Marsay to liaise with relevant primary care representatives to develop sector-specific guidance, and continue to involve and consult Advisory Group members.**

**Action: Sarah Marsay to liaise with relevant NHS England colleagues with regards to the use of Personal Health Budgets for communication support.**

#### **4. Minutes of the previous meeting and matters arising**

The minutes of the previous meeting, held on 20 October 2015, were approved, subject to a minor amendment to wording on page five. All members were reminded that, in line with commitments to transparency, meeting minutes were routinely published on the NHS England website once ratified.

**Action: Sarah Marsay to make amendment, circulate final minutes to members, and liaise with colleagues for publication on the NHS England website.**

Matters arising which were not covered elsewhere on the agenda were discussed in turn.

The following actions were noted as outstanding / to be carried forward:

- **Clarification is to be sought as to the conclusion of correspondence with the RBSLI, noting inclusion of their proposal in the September review (Action: Jane Fox / Sarah Marsay).**
- **Clarification is to be sought as to the conclusion of correspondence with the enquirer around the scope of the Standard and people with dyslexia, and to note inclusion of this aspect of the scope in the September 2016 review. People with dyslexia and other learning difficulties will also be considered as part of longer term planning for the Standard as they are likely to benefit from many of the actions which increase accessibility for other groups (Action: Jane Fox / Sarah Marsay).**
- **Revision and improvement of the NHS England webpages for the Standard is ongoing, alongside work to publish additional resources (Action: Jane Fox / Kevin Aston).**
- **Resources specifically supporting implementation of the Standard in social care settings are to be developed / made available (Action: Jane Fox with input from Stuart Cameron-Strickland).**
- **Engagement with IT system suppliers, including with the Health and Social Care Information Centre (HSCIC) GP Systems of Choice framework, is ongoing (Action: Sarah Marsay).**
- **Contact is to be made with the UK Association for Alternative Formats (UKAAF) to explore their role and any opportunities for supporting implementation of the Standard (Action: Jane Fox / Kevin Aston).**

#### **5. Declaration and management of conflicts of interest**

Olivia Butterworth advised that this item had been included in response to broader corporate developments to improve the management and perception of conflicts of interest of members of NHS England committees.

As such, all members are required to complete, sign and return a 'conflict of interest' form – a template for which had been circulated with the meeting papers. Interests will be reviewed following receipt and added to the NHS England corporate register of interests. A standing item will also be added to the agenda for meetings of the Group to ensure any conflicts of interest are appropriately managed.

**Action: All members to complete, sign and return a 'conflict of interest' form.**

## **6. Reviewing the Terms of Reference for the Group in light of membership changes**

Sarah Marsay advised that she would circulate a revised version of the Terms of Reference for the Group reflecting changes to / confirmation of membership.

## **7. Any other urgent business**

Nil.

## **8. Date, time and venue for future meetings**

It was agreed that the next meeting would be arranged for mid-April, and a schedule for future meetings is also to be confirmed.

**Action: Sarah Marsay to confirm future meetings.**

## **9. Close**

Olivia Butterworth thanked everyone for their contributions and closed the meeting.