Tool 3.3: Email templates

*You can amend the wording so that it’s right for your organisation and will encourage responses.*

Introductory email for staff survey

**Subject:** FOR ACTION: Culture and leadership survey

**Date:**

Dear colleague,

We need your help to ensure the culture in our trust supports high quality care – a culture where everyone can look forward to coming to work and delivering their best for patients each and every day.

We are asking *[all/a sample of]* staff for their views so that we can understand our culture and leadership strengths, highlight good practice and show where improvements could be made.

Please complete the survey at *[LINK]* by *[2 week period]*

The survey data is being processed for us by NHS Improvement. NHS Improvement will hold the data in accordance with the Data Protection Act 1998 and the principles of the NHS Confidentiality Code of Practice.

Results of the multiple choice questions will only be shared with our trust in summary format and to help preserve anonymity we will not receive feedback on any group from which there are 10 or fewer responses. NHS Improvement will share the optional written questions with us in full for us to improve our culture. We may use these in publications on culture.

If you have any questions or comments about this survey, you can find out more by calling *[change team member co-ordinating the survey].*

Yours sincerely,

*[Chief Executive Signature/ Executive Director Signature]*  
Chief Executive

Reminder email for staff survey

**Subject:** REMINDER: Culture and leadership survey

**Date:**

Dear Colleague,

We recently invited you to take part in a survey of the culture in our trust.

This survey is important for developing and improving our organisation for staff and patients.

If you have not yet completed the online survey, it would be great if you could do this today – your comments are very valuable. **The survey is available at *[LINK].***

If you have already completed the questionnaire online, thank you. If you have any questions or comments about this survey, you can find out more by calling *[change team member co-ordinating the survey].*

Yours sincerely,

*[Chief Executive Signature/ Executive Director Signature]*  
Chief Executive

Introductory email to partners in external organisations

**Subject:** FOR ACTION: Culture and leadership survey

**Date:**

Dear colleague,

We would welcome your participation in a survey of the culture and behaviours of *[name of trust].*

As a valued partner, you can help to ensure that the culture of our trust supports high quality care. We want to make sure you and others in partner organisations look forward to working with us so that together we can deliver our best for patients in our community.

This survey was developed as part of a programme on culture led by NHS Improvement, The King’s Fund and the Center for Creative Leadership to foster cultures that enable and sustain continuously improving, safe, high quality, compassionate care. At the heart of the approach is collective leadership – everyone across the NHS supporting each other and feeling ready and able to improve services to benefit patients.

We believe that this work is particularly important because *[organisation context/ vanguard/devolution].*

We would be very grateful if you could complete the survey at *[LINK]* by *[2 week period]*

If you have any questions or comments about this survey, you can find out more at   
NHSI. culture@nhs.net or by calling *[change team member co-ordinating the survey].*

Yours sincerely,

*[Chief Executive Signature/ Executive Director Signature]*  
Chief Executive