

## Hospitals of the Future Communications and Involvement Charter

This charter sets out communication and involvement principles to be applied to Imperial College Healthcare NHS Trust's (ICHT) buildings redevelopment. The principles are based on our values – kind, expert, collaborative and aspirational.

It is ambitious and a crucial part of the overall redevelopment strategy, supporting its objective to create a hospital that enables a positive experience for patients, communities, staff and visitors in a fully accessible and safe hospital that works for everyone.

### Kind

- All partners will use clear, easy-to-understand language
- Make complex messages clear. Don't assume knowledge of the healthcare system
- Give examples of patient care to explain the vision and new healthcare approaches
- Make communication personal – ensure there is a human face or name for all communication
- We understand this will take time but know it's invaluable. Be patient and listen to and act on feedback

### Expert

- Present clear redevelopment goals – put all communications in context of these goals
- Plan a communication strategy based on our communities' needs (patients, carers, residents, businesses, local organisations, local authorities and partner organisations). Invest in communications due to the range and lack of existing relationships
- Identify core campaign messages which are consistently repeated so everyone is clear on the overall redevelopment goal
- Plan regular and consistent communications e.g. monthly updates, community or online events
- Communicate in a variety of ways tailored to our communities' preferences (including social media, website and printed communication)
- Acknowledge the unique position of staff as advocates
- Set targets for communications and engagement and accept responsibility to meet them. Regularly measure progress. Acknowledge when targets are being met and be open when they are not. Take responsibility and adapt to improve engagement communications and engagement when required

### Collaborative

- Co-produce the redevelopment. Be clear about what decisions our communities and staff can influence. Be prepared to change plans as a result. Acknowledge when there is no scope for collaboration and explain why
- Be ruthlessly inclusive at all stages of co-production. Actively seek views from groups that often aren't heard in planning healthcare (seldom-heard groups)
- Share all information as a default (there must be a very good reason not to share)
- Have a process and timetable for collaboration and actively share it
- Welcome feedback and provide updates on how it changed plans
- Make the ambitious and visionary outcome relevant for all three main ICHT sites at all times
- Ensure openness and transparency for both positive and negative developments and challenges

### Aspirational

- Be the first trust to put patient experience first (acknowledging that clinical excellence, patient safety and digital innovation are default expectations for all audiences)
- Present a future vision of high-quality, inclusive and sustainable healthcare: in buildings, in the community, online and beyond
- Learn from other organisations in the UK and globally. Share our learnings and successes to improve the health of our communities locally and beyond