

Safeguarding Children and Safeguarding Adults at Risk Practice Guidance Note VIPs, celebrities and media teams visiting CNTW – V02		
Date Issued	Planned Review	PGN No:
Issue 1 – Aug 2018 Issue 2 – Oct 2019	Aug 2021	SA-PGN-02 (Part of CNTW(C)24–Safeguarding Adults at Risk) (Also sits with CNTW(C)04 - Safeguarding Children – SC-PGN-04)
Author/Designation	Tony Gray, Head of Safety, Security and Resilience Jan Grey, Associate Director Safer Care Adele Joicey, Communications Lead	
Responsible Officer / Designation	Executive Director of Nursing and Chief Operating Officer	
Contents		
Section	Description	Page No
1	Introduction – Staff Summary	1
2	Purpose	2
3	Background / Context	2
4	Definitions	3
5	Duties and Responsibilities	3
6	Procedure	4
7	Before Visits	5
8	Arrival at the Hospital	5
9	During Visits	6
10	Confidentiality	6
11	Staff Behaviour	6
12	Monitoring Arrangements	6
13	Associated Documentation	7
14	References	7

1 Introduction - Staff Summary

- 1.1 This Practice Guidance Note (PGN) sets out our arrangements for VIP’s, celebrities and media teams who might visit the organisation.
- 1.2 It requires that VIP’s, celebrities and media teams making one-off or short-term visits are always accompanied throughout their visit to Cumbria Northumberland and Wear NHS Foundation Trust (the Trust/CNTW) when there is a possibility of contact with lone staff or patients/visitors.

1.3 It also requires that such visitors who are in the Trust for extended periods of time, or who are here on repeated occasions, have authorisation to be in a particular area and can provide proof of identity. This could include documentary film crews, charity patrons or celebrities linked with a particular service.

2 Purpose

2.1 The purpose of this PGN is to:

- Inform staff within the Trust about the procedures for organising and undertaking visits to services by VIPs, celebrities or media teams
- Ensure that staff are aware of the correct procedures for organising visits to our services
- Build awareness amongst all staff in the organisation of their responsibilities in ensuring that visits are handled properly
- Ensure appropriate safeguarding arrangements are in place for vulnerable people

2.2 All such visits to the Trust must be organised and managed in accordance with the procedures outlined in this PGN.

3 Background / Context

3.1 The Trust arranges visits by celebrities and VIP's from time to time and provides access to a range of services and departments for media crews. Celebrity and VIP visits play a role in promoting our services, enhancing patients' experience and motivating staff. Positive media coverage is important in building and maintaining public confidence in the Trust and in the NHS.

3.2 In the context of the Savile recommendations, the Trust recognises the need to ensure the protection of vulnerable adults and children from any forms of potential or actual assault, abuse or psychological grooming. The Savile recommendations came about through lessons learnt as a result of a 2012 investigation into the allegations that Savile committed sexual abuse including within hospitals' premises.

3.3 The Trust aims to support and accommodate such visits wherever possible, and we recognise our responsibility to protect the wellbeing, dignity and privacy of patients, families and staff. We also recognise the need to ensure any such visits do not have a detrimental effect on our clinical care.

3.4 It is also recognises the need to ensure any such visits do not have a detrimental effect on the running of clinical services and take practical measures to organise and manage external visits safely and minimise disruption to patients, visitors and staff.

3.5 This procedure recognises that many visits are organised as single, one-off events so that standard safeguarding arrangements such as Disclosure and Barring Services (DBS) checks may not be appropriate. However, the procedure also covers circumstances where certain groups or individuals have long term or ongoing relationships with the Trust, such as dedicated fundraisers or campaigners, or charity patrons.

3.6 It is the responsibility of local clinical teams to ensure that they check the credentials of all visitors to their clinical areas. A proof of identity check is to be requested via a name badge/ID card or photographic driving license. Should this be refused or not available, the visitor should be held in a non-patient area until advice has been received from the Communications team.

4 Definitions

4.1 **VIPs** - key stakeholders including Ministers, elected representatives, overseas dignitaries, members of the Royal Family.

4.2 **Celebrities** - famous/high profile figure who might be well known to the public and therefore to patients and their families; also includes costumed characters as these would be well known to children and young people.

4.4 **Media** – journalists or other representatives of print or broadcast media organisations i.e. newspapers or television. This category will also include associated technicians such as camera/sound crews, or photographers.

4.6 **Fundraisers** – people who are in the Trust on a paid or voluntary basis to generate financial support or present funds raised for the benefit of the Trust.

4.7 **Public areas** - any location that is accessible by the general public and does not have secure entry. These would include reception areas, catering and retail areas.

4.8 **Clinical areas** - any area where clinical care is provided to inpatient or outpatients. This would include all wards, departments and clinics. It also includes any area associated with health care or the business of the Trust which has a secure door or requires a pass or staff member to gain entry.

5 Duties and Responsibilities

5.1 Communications Lead

- Ensures effective coordination of high profile media visits to the organisation.
- Ensures effective arrangements are put in place for all media and celebrity/VIP visits.
- Provides briefing to the Chief Executive and Chair on celebrity/VIP visits and their potential impact.

- Holds and maintains a list of celebrity/VIP visitors to the Trust to be kept for future reference should further enquiries be made.
- Works closely with Group Nurse Director (and where appropriate the Safety Team) to ensure that all celebrities/VIPs are escorted appropriately throughout their visits.

5.2 **Executive Director of Nursing & Chief Operating Officer**

- Has overall responsibility for the operation and safety of all clinical services in the Trust

5.3 **Associate Director / Clinical Managers / Ward Managers**

- Support the Communications team in organising visits to clinical/service areas
- Accompany one-off or short-term visitors
- Ensure local staff check the authorisation and credentials of regular/repeat visitors
- Report any risks or untoward incidents
- Ensure the wellbeing, safety and best interests of patients and staff during visits

5.4 **Security**

- The Trust Safer Care Group/Facilities Services to provide support during visits as required, for example, carry out risk assessments prior to the visit or liaise with local police or Royal Protection Officers. Assessment will determine the appropriate level of additional resources or control measures, if required. Risk assessment should include the likelihood of uninvited photographers and fans potentially attracted by the presence of a celebrity or VIP
- If disruption to Trust business or clinical care is judged likely, then senior staff may advise that the visit is inappropriate

5.5 **All staff**

- Must act in accordance with this procedure and support visits to their areas by representing the Trust properly by checking for identification/authorisation where appropriate and acting professionally at all times.

6 Procedure

- 6.1 The procedure requires that VIP's, celebrities or media teams making one-off or short-term visits to Trust premises are always accompanied throughout their visit to the Trust when there is a possibility of contact with lone staff or vulnerable patients/visitors.

- 6.2 The procedure requires that visitors who are in the Trust for extended periods of time, such as documentary film crews, or who are here on repeated occasions are checked and authorised.
- 6.3 All visits by Media, VIPs or celebrities are to be overseen by the communications team. Access by other visitors will be authorised and overseen by local clinical leaders for example ward managers.
- 6.4 All requests for celebrity or VIP visits should be discussed with the Communications Lead.
- 6.5 If an individual or team is approached directly by a celebrity or VIP the visit must be discussed with the Communications Lead.

7 Before visits

- 7.1 In advance of any VIP/celebrity or media visit the communications team will liaise with the relevant clinical areas to ensure that it is clinically appropriate to visit the areas on the proposed dates.
- 7.2 The Communications Lead will alert the Executive Directors to all VIP and celebrity visitors as soon as possible.
- 7.3 Sensible communication will be maintained between the communications team and managers responsible for any clinical areas being visited, to ensure any clinical issues which arise are managed sensitively.
- 7.4 Any patients who may be involved in a VIP/celebrity visit, e.g. they are an inpatient on a ward being visited, will be asked in advance of the visit whether they mind being potentially approached by the visitor.
- 7.5 Before the visit any VIP or celebrity visitor will be advised that if they have any infectious condition they should not visit the Trust. Celebrities and VIP visitors will be advised in advance to make frequent use of the alcohol hand sanitizers located around the services.
- 7.6 If a VIP or celebrity turns up without any prior notice (and is not on a private visit to see a relative or friend who is a patient) Staff should contact the communications team or chief executive's office in the first instance. The visitor should be held in a non-patient area until advice has been received. It is likely in this circumstance that the celebrity would be asked to make arrangements to visit at another time.
- 7.7 The same arrangements apply to any visits planned to take place outside normal working hours.

8 Arrival at the service

- 8.1 Upon arrival, VIP's/celebrities will be met by a member of staff.

9 During Visits

- 9.1 A Trust representative should remain with the visitor throughout the visit. They must not be left unaccompanied. A chaperone must be present for any time a VIP/celebrity is in a patient's room.

If during a VIP/celebrity visit, the behaviour of a visitor or a member of their accompanying party gives cause for any concerns whatsoever, then this should be raised at the time with the member of staff who is supervising them and visit brought to an immediate end.

- 9.2 The communications team will ensure that appropriate details of the visit are recorded and retained and can be made available for inspection, e.g. visitor names, times of visits, areas visited; a record must be kept to verify whether any incidents took place.
- 9.3 Any untoward incidents must be reported through the electronic incident reporting system (See CNTW(O)05 – Incident Policy).

10 Confidentiality

- 10.1 All visitors will be reminded that any private information shared by a service user or family is private and confidential should not be discussed in public forums upon leaving the service (unless express permission is given). Clinical services should take precautions to ensure that confidential information is protected.

11 Staff behaviour

- 11.1 Staff are reminded that as employees they are representatives of the Trust and are expected to behave professionally at all times. During VIP and celebrity visits, staff should continue in their roles as usual while supporting the visit where appropriate. Staff must not approach celebrities on wards; corridors or other site areas; this includes asking for photographs and autographs.
- 11.3 During visits, staff should not be present on wards unless required to be there in a work-related capacity.

12 Monitoring arrangements

- 12.1 Compliance with this PGN will be monitored by the Deputy Director of Communications and Corporate Relations and the Executive Director of Nursing and Chief Operating Officer.
- 12.2 Monitoring will be on-going and will include compliance with procedures outlined within this PGN together with feedback from staff and those involved in the visit.
- 12.4 A record of VIP visits will be held by the communications team.
- 12.5 Any negative issues identified related to VIP/Celebrity visits will be considered for inclusion on the Trust Risk Register. Where risks are identified an action plan will be devised by the Communications Lead in conjunction with the Executive Director of

Nursing and Chief Operating Officer, Head of Safety, Security and Resilience and any other relevant staff.

13 Associated Documentation

- CNTW(C)04 - Safeguarding Children Policy
- CNTW(C)24 - Safeguarding Adults at Risk Policy
- CNTW(O)21 – Security Management Policy and practice guidance notes
- CNTW(O)33 - Risk Management Policy
- CNTW(HR)15 – Recruitment and Selection Policy

14 References

- Sir David Nicholson letter to all NHS organisations in light of the recent abuse allegations against Jimmy Savile DH Gateway number: 18350 13 November, 2012
- Themes and lessons learnt from NHS investigations into matters relation to Jimmy Savile: Independent report for the Secretary of State for Health. Kate Lampard and Ed Marsden. February 2015