

Witness Name: K Rendle

Statement No: WITN3372002

Exhibits: WITN3372003-6

Dated: February 2021

INFECTED BLOOD INQUIRY

WITN3372003

Review of communications at Macfarlane Trust

Scope

Task

To thoroughly review the Macfarlane Trust's communications, seeking feedback from beneficiaries and staff in order to present findings and recommendations to the trustee board in January 2013.

Aim

The general aim of this exercise is to improve two-way communications between the trust and beneficiaries.

If the exercise is successful, primary and secondary beneficiaries will:

- have many opportunities to submit their feedback to the trust
- gain a better understanding of the trust's processes and decision-making
- feel the trust is listening to them

If the exercise is successful the Trust Board and staff will:

- have a better understanding of the wishes of the beneficiaries
- have a better understanding of the most appropriate ways of communicating

The trust will:

- be responsive to beneficiaries' needs
- act with confidence in its communications

The beneficiaries will respect the commitments and interests of the staff

Phase 1 – information gathering

Feedback from beneficiaries

Conduct a short survey asking for beneficiaries' feedback on the current communications. Use [SurveyMonkey](#) and paper surveys, possibly sent out with other MFT correspondence.

Offer a small prize for completion? E.g. £50 Amazon vouchers.

Commented [K1]: Should this be a non-monetary incentive?
Possibly ask company for a donation e.g. Baxter.

The survey's content will be drafted in conjunction with the partnership group, and approved by chairman/board.

Areas to cover:

- How beneficiaries prefer to contact and be contacted by the trust
- Perceptions of the current service across all channels of communication (website, letters, newsletter, phone, etc)
- Social media (Twitter, Facebook, etc)
- Depth and breadth of information provided
- Opportunities for beneficiaries to input ideas and feedback in general

Anecdotal feedback from informal meetings with beneficiaries will also be taken into account.

Feedback from staff

Meet informally with relevant MFT staff to find out about current processes and seek ideas for improvements.

Competitor analysis

Find examples of similar organisations (as similar as possible), to gain insights into good practice and ideas for improvements.

Phase 2 – analysis and recommendations

Review the results of phase 1 and identify:

- quick wins
- medium-term goals
- longer-term suggestions
- out of scope ideas

Present findings to trustee board in January 2013. Get approval for implementation of quick wins and medium-term goals. Discuss longer term suggestions.

Some suggestions are likely to involve improving the quality/standard of communications efforts e.g. marketing collateral. Guidance and strategies may be required in order to standardise our approach and see sustained improvements. This documentation may include:

- guidance on communicating in plain English
- guidance for social media communications, dealing with complaints in a public arena, etc
- communications calendar – to assist with planning
- templates for publicising events

Phase 3 – planning and delivery

Create a plan for implementing quick wins and medium-term goals. Identify how to achieve longer-term goals, put planning in place for these.

Draft in place for trustee board in January 2013.

Phase 4 – review progress/measuring success

Review the changes in 6 months and 1 year. Potential to repeat the survey.

Kate Evans

9th October 2012