



# Management of visiting dignitaries, celebrities, media representatives and other invited visitors to the Trust

This is a new procedural document



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Executive Sponsor (s):	Zoe Lintin, Chief People Officer
Author/Reviewer: (this version)	Adam Tingle, Deputy Director of Communications and Engagement
Approved by (Committee/Group):	Strategic Safeguarding Committee
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Date issued:	December 2023
Next review date:	September 2026
Target audience:	Trust-wide

**Amendment Form**

Please record brief details of the changes made alongside the next version number. If the APD has been reviewed **without change**, this information will still need to be recorded although the version number will remain the same.

<b>Version</b>	<b>Date Issued</b>	<b>Brief Summary of Changes</b>	<b>Author</b>
Version 1	September 2023	<ul style="list-style-type: none"><li>• Policy created</li></ul>	Adam Tingle

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## 1 INTRODUCTION

Doncaster and Bassetlaw Teaching Hospitals (DBTH) acknowledges the significance of visits by VIPs and celebrities. Such visits can play a pivotal role in promoting our services, enhancing the patient experience, and motivating staff.

However, the safety, security, and privacy of patients, staff, and the visiting dignitaries are paramount.

## 2 PURPOSE

The primary objective of this policy is to ensure the safety and security of patients and staff during visits by approved or invited visitors, such as VIPs, celebrities, or media representatives.

This policy also aims to maintain the dignity, privacy, and security of VIPs attending our hospitals as patients and to prevent unnecessary disruption to services or inconvenience to other users. This policy does not pertain to individuals visiting friends or family members in the hospital.

All visits to the Trust by approved official visitors must be organised and managed in accordance with this policy.

Failure to follow this policy may result in disciplinary action.

This policy applies to all Trust employees, contractors, students and to Non-Executive Directors.

## 3 DUTIES AND RESPONSIBILITIES

**Trust Board:** Holds the legal responsibility for the policy and its effective implementation.

**Service Directors and Heads of Service:** Ensure policy compliance in their respective areas.

**Managers and Team Leaders:** Ensure visitors are supervised and prior permissions are obtained.

**Communications Team:** Handle and manage all VIP and celebrity visits, assess risks, and maintain the VIP visit register.

**Staff:** Adhere to the policy, report any incidents, and respect confidentiality requests.

**Trust Safeguarding team:** Will provide support to Trust employees to progress any safeguarding concerns that may arise during an arranged visit.

## 4 PROCEDURE

The following procedure should follow when pertaining to VIP visits to any of the Trust's sites. This should also be followed in accordance with the organisation's Media and Public Relations policy (CORP/COMM 27).

**Prior Approval:** All VIP and celebrity visits must be pre-approved by the Trust's Executive Team or the Communications department. No invitations should be issued or accepted without their consent or knowledge.

**Awareness:** The Communications team will inform the Trust Security Team, the Executive Team and the Trust Chairman regarding Ministerial, MP or Royal visits as soon as details are known. Where celebrities are concerned the Communications team will inform the Trust Security Team, the Executive Team and the Trust Chairman if the visit is likely to generate significant local media interest or in the event of any national media interest. Where appropriate the Safe Guarding Team will also be made aware.

**Media and publicity:** The same process should be followed as set out in the Media and Public Relations policy (CORP/COMM 27).

**Visit Plan:** A detailed plan of the visit, including locations and accompanying staff, must be prepared in advance. This plan should be developed in association with the Director, or Deputy Director, of Communications or a delegated member of the communications team.

**Accompaniment:** VIPs and celebrities must always be accompanied by a designated staff member during their visit, as well as colleagues from the Communications team.

**Confidentiality:** VIPs and celebrities must not have access to patient records. All desks and areas to be visited should be cleared of any sensitive information. This is also covered within the Trust's Photography and Video policy (PAT/PA 14).

**Consent:** If a VIP or celebrity wishes to meet a patient or patients, prior consent from the individual or their guardian is mandatory prior the visit.

**Logging Visits:** All VIP visits must be logged within a record held by the communications team.

**Unscheduled Visits:** In case of unscheduled visits, the Communications team should be notified immediately. The visitor should be directed to the reception or similar area until further arrangements are made.

**VIP admission to hospital:** If a VIP or celebrity is admitted to hospital, the Communications team must be informed immediately. The identity of VIPs and any details concerning the nature of the visit/admission must be kept confidential. If appropriate, the Security Manager will organise local security and liaise with police and any personal protection officers.

## 5 TRAINING/SUPPORT

Specific training is not required, however the Communications Team will be required to create a centrally held log of visitors, which will be administered solely by the team, for governance purposes.

This register will include but not exclusive to:

- All request details whether or not authorisation has been granted
- Name of requester
- Name of VIP (if different to above)
- Date of request
- Date request authorised or declined
- Name of person making the decision
- Name of communication team member
- Details and purpose of visit including if day or night visit
- Location of requested visit
- Media contacts if relevant

## 6 FRAUD AND BRIBERY

Failure by an applicant to provide accurate and truthful information in their application and/or any collusion between applicants and appointing managers may constitute the commission of a criminal offence and result in disciplinary action and/or prosecution. All relevant concerns should therefore be reported without delay to the LCFS or via the NHS Fraud Reporting Line on 0800 028 4060 (online: <https://cfa.nhs.uk/reportfraud>).

## 7 MONITORING COMPLIANCE WITH THE PROCEDURAL DOCUMENT

The Communications team will monitor any and all request and visits, to ensure compliance with the policy, and escalate any issues as appropriate.

## 8 DEFINITIONS

**VIP (very important person):** Key stakeholders including Ministers of State, Members of Parliament, overseas dignitaries, members of the Royal Family, etc.

**Celebrity:** Individuals in the public eye, such as TV personalities, professional athletes, public figures, or any other notable individuals who might attract media attention.

**Approved Visitor:** Individuals or groups invited for an official purpose or for the benefit of patients, staff, the Trust, or the NHS.

## 9 EQUALITY IMPACT ASSESSMENT

The Trust aims to design and implement services, policies and measures that meet the diverse needs of our service, population and workforce, ensuring that none are disadvantaged over others. Our objectives and responsibilities relating to equality diversity and inclusion are outlined within our equality schemes. When considering the needs and assessing the impact of a procedural document any discriminatory factors must be identified.

An Equality Impact Assessment (EIA) has been conducted on this procedural document in line with the principles of the Equality Analysis Policy (CORP/EMP 27) and the Fair Treatment For All Policy (CORP/EMP 4).

The purpose of the EIA is to minimise and if possible remove any disproportionate impact on employees on the grounds of race, sex, disability, age, sexual orientation or religious belief. No detriment was identified.

## 10 ASSOCIATED TRUST PROCEDURAL DOCUMENTS

- PAT/PA 14 - Photography and video policy
- CORP/COMM 27 - Media and public relations policy
- PAT PS 8 - Safeguarding Adults Policy
- PAT PS 10 - Safeguarding Children Policy
- PAT PA 19 - Mental Capacity Act 2005 Policy
- PAT/PA 28 - Privacy and Dignity Policy

## 11 REFERENCES

Department of Health policy paper published November 2015, Jimmy Savile NHS investigations: Update on the themes and lessons learnt from NHS investigations into matters relating to Jimmy Savile

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/480059/lessons-response.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/480059/lessons-response.pdf)

## APPENDIX 5 - EQUALITY IMPACT ASSESSMENT PART 1 INITIAL SCREENING

Policy	Care Group/Directorate and Department	Assessor (s)	New or Existing Service or Policy?	Date of Assessment
Management of visiting dignitaries, celebrities, media representatives and other invited visitors to the Trust	Communications	Adam Tingle	New	October 2023
<b>1. Who is responsible for this policy? Communications</b>				
<b>2. Describe the purpose of the policy?</b> Process/guidance on VIP visits to the Trust				
<b>3. Are there any associated objectives?</b> Provide consistent and safe approach to the management of VIP visits				
<b>4. What factors contribute or detract from achieving intended outcomes?</b> People may be unaware of their roles & responsibilities				
<b>5. Does the policy have an impact in terms of age, race, disability, gender, gender reassignment, sexual orientation, marriage/civil partnership, maternity/pregnancy and religion/belief?</b> No				
<ul style="list-style-type: none"> <li>• If yes, please describe current or planned activities to address the impact N/A</li> </ul>				
<b>6. Is there any scope for new measures which would promote equality?</b> No				
<b>7. Are any of the following groups adversely affected by the policy?</b>				
<b>a. Protected Characteristics</b>	<b>Affected?</b>	<b>Impact</b>		
b. Age	No			
c. Disability	No			
d. Gender	No			
e. Gender Reassignment	No			
f. Marriage/Civil Partnership	No			
g. Maternity/Pregnancy	No			
h. Race	No			
i. Religion/Belief	No			
j. Sexual Orientation	No			
<b>8. Provide the Equality Rating of the service/ function/policy /project / strategy</b>				
<b>Outcome 1</b> ✓	<b>Outcome 2</b>	<b>Outcome 3</b>	<b>Outcome 4</b>	
<b>9. Date for next review:</b> October 2026				
<b>Checked by:</b> Denise Phillip		<b>Date:</b> October 2023		