

NHS England and NHS Improvement

Contract Variation:

Contract Title: Innovation Service_Communication 21/22

Contract to be varied: KSS AHSN Master Licence Agreement



The Authority: The National Health Service Commissioning Board (NHS England)
and

The Supplier: Kent Surrey Sussex Academic Health Science Network

Change order number: 01

Date: The changes shall take effect from 1 November 2021

1. Description of change:

To provide communications function for the new NHS Innovation Service.

The Requirement is for the provision of communications activity for the new NHS Innovation Service, a digital service for innovators wishing to access the NHS and aims to speed up the pathway from idea to deployment in the NHS.

Kent, Surrey, Sussex Academic Health Science Network (KSS AHSN) will provide communications activity for the new NHS Innovation Service launched in September 2021. This is a digital service for innovators wishing to access the NHS and aims to speed up the pathway from idea to deployment in the NHS.

It is one of the key priorities of the Accelerated Access Collaborative set up through a mandate from the Secretary of State in 2019. It specifically meets the objective in the Long Term Plan: Para 3.116: "We will speed up the pipeline for developing innovations in the NHS, so that proven and affordable innovations get to patients faster."

Reason for change:

To provide communications function for the new NHS Innovation Service.

A sustained programme of communication activity and management are required to ensure the success of the service, including:

- Management of ongoing awareness raising campaigns (organising events, horizon scanning for other's event to present at, social media).
- Developing content for use in wider communications, which is critical to attract innovators and maintain their interest (case studies of innovators who have been supported, blogs / vlogs, podcasts, reports and white papers, toolkits, how to guides).
- Continually updating existing content on the service (funding opportunities, horizon scanning, demand signalling, referral links, information in the guides).
- Linking in with other events and campaigns (Clinical Entrepreneurs Programme, NHS Innovation Accelerator Programme, SBRI, AI in Healthcare Awards).
- Stakeholder engagement, developing campaigns and toolkits for them to keep on promoting the service.
- Collating and reporting on metrics to evidence the success and the impact of the service (creating infographics and slide decks and responding to asks for information from senior and strategic stakeholders).
- Monitoring uptake across various groups, identifying and targeting underrepresented groups who aren't using the service and reaching out to wider audiences.
- Embedding the service in health innovation system, providing clarity how the service will initially operate alongside and later replace Health Tech Connect.

2. Effect on contract price: Contract price will increase by **£75,000 (incl VAT)****Remarks:**

Words and expressions in this Variation shall have the meanings given to them in the Contract.

The Contract, including any previous Variations, shall remain effective and unaltered except as amended by this Variation.

Signed for and on behalf of

NHS England

Signature:

Signed for and on behalf of

KSS AHSN

Signature:

Job Title/Role: director of financial control

Job Title/Role: Fin Corp Serv Dir

Communications support – NHS Innovation Service

Date: 7 March 2022

1. Background

The IRLS/AAC team is launching the NHS Innovation Service in Autumn/Winter 2021, the online digital service will provide innovators with information and support to enable the accelerated uptake of innovation in health and care. The AHSNs have been contracted (via Wessex AHSN) to run the Needs Assessment function within the NHS Innovation Service.

The NHS Innovation Service will provide a similar service and offer to innovators as the AHSN Network's Innovation Exchange gateway, and therefore the team is experienced in promoting the offer to targeted cohorts.

Following initial discussions between the AAC/IRLS communications lead and the AHSN Network communications leads, outline proposals were provided for how the AHSNs would be well-positioned to lead the communications for the NHS Innovation Service overall.

The IRLS/AAC team has now indicated that they are keen to explore options for the AHSNs to lead this work until the end of the 2021-2022 financial year, with the potential for continuation past this point if deemed successful.

2. Outline proposals

Communications support for the NHS Innovation Service would consist of the creation of content to continually promote the service; keeping information updated; looking for opportunities to present or showcase the service and providing toolkits and stories to AAC partners and the wider system to promote it.

Its anticipated that this portfolio would involve the following:

- Production of case studies; blogs and, where necessary, podcasts
- Creation of news stories for partner sites and newsletters
- Creation of social media collateral to drive traffic to the site
- Creation of toolkits for partners to promote the site
- Supporting with the creation and coordination of presentations, talks and, where required, events

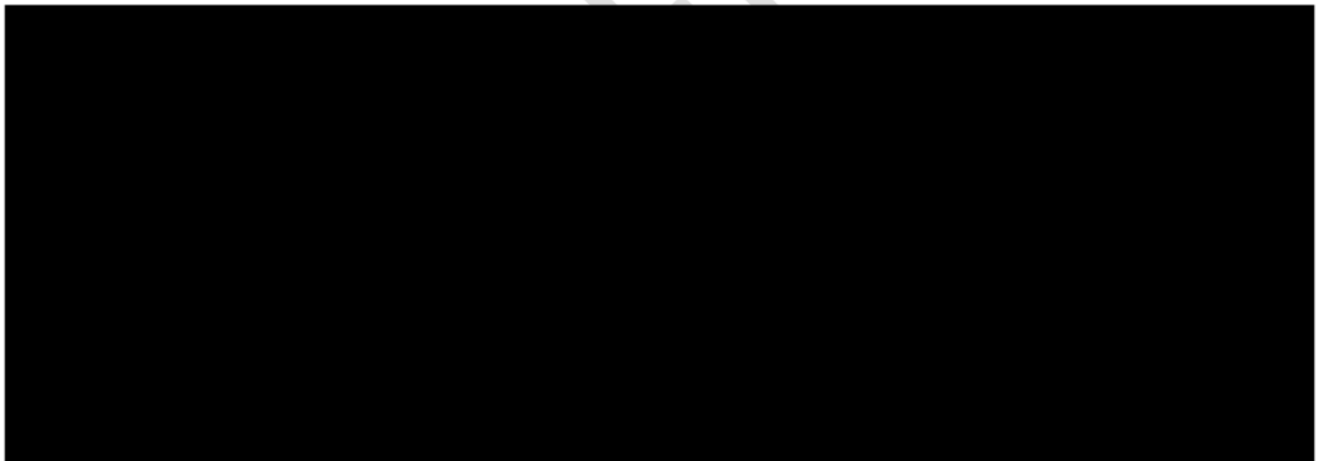
- Supporting operational leads to manage and maintain the portal – ensuring information is up-to-date and timely
- Supporting operational leads to report on the traffic and usage of the portal and to adjust promotional approach to satisfy demand and requirements
- Offering advice on positioning and messaging to reach target audiences and provide clarity in a busy marketplace.

It is anticipated that this could be delivered in 2.5-3 days per a week of a band 7 communications manager's time (0.6 FTE); with oversight and contract management provided by the director of communications at an expected 0.5-1 days per a week (0.2 FTE).

However, in addition to this dedicated resource the IRLS/AAC team would also have access to the wider AHSN Network central communications team, who could provide resilience and additional support at busy periods as well as skills in digital communications, design and content creation. The close links between the AHSN central communications team and each of the AHSNs' communications teams would also enable effective message dissemination.

The NHS Innovation Service would be branded as an NHS England/AAC product and as such, any materials or collateral created to promote the service would be done in core NHS branding, as directed by the IRLS/AAC team.

3. Outline costing



4. Contract management

The contract would be overseen by the AHSN Director of Communications, with the day-to-day tasks completed by a communications manager level role. It is expected that between the AHSN and the IRLS/AAC team we will agree specific outputs, outcomes and deliverables required and a measurement framework to report back.

5. Considerations

- The AHSN would need to consider how to coordinate messaging and publicity between the regional Innovation Exchanges, the national Innovation Exchange programme and the national NHS Innovation Service.

- The initial contract would be November 2021 to March (inclusive) 2022. However, a review in December/January to decide how to proceed in the new financial year will enable longer-term planning.
- If it is considered to continue the contract beyond March 2022, we will review and analyse the resource requirement and costing schedule in liaison with the IRLS/AAC team.
- Consideration should be given to sign off and approval processes between the AAC/IRLS team and the AHSN Network team; alongside what access the AHSN Team may need to brand collateral and other systems, to deliver the work.

End.

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