



London Ambulance Service **NHS**
NHS Trust

Procedure for Managing Public Events

DOCUMENT PROFILE and CONTROL.

1. Purpose of the document:

The purpose of the document is to provide guidance for staff involved in public engagement events and activities so that these are well planned, safe, welcoming and inclusive.

Sponsor Department: Patient & Public Involvement and Public Education

Author/Reviewer: Head of PPI and Public Education. To be reviewed by October 2016.

Document Status: Draft

Amendment History			
Date	*Version	Author/Contributor	Amendment Details
25/11/13	2.1	IG Manager	Document Profile & Control update
20/09/13	1.7	Head of PPI & PE	Implementation Plan completed.
17/09/13	1.6	IG Manager	New Implementation Plan added
23/08/13	1.5	PPI & Public Education Co-ordinator Head of PPI & PE. Public Education & Media Resources Manager	Editing to meet requirements of SMT
13/07/2012	1.4	IG Manager	Document Profile & Control changes
10/06/2012	1.3	Head of PPI & PE	Minor – putting existing procedure into correct format.
02/2011	1.2	Public Education & Media Resources Manager	Reviewed and revised.
02/06/2010	1.1	Events, Schools & Media Resources Manager	Reformatted, added responsibilities and monitoring sections.

***Version Control Note:** All documents in development are indicated by minor versions i.e. 0.1; 0.2 etc. The first version of a document to be approved for release is given major version 1.0. Upon review the first version of a revised document is given the designation 1.1, the second 1.2 etc. until the revised version is approved, whereupon it becomes version 2.0. The system continues in numerical order each time a document is reviewed and approved.

For Approval By:	Date Approved	Version
SMT	23/10/13	2.0
Chief Executive	01/09/07	1.0
Ratified by (If appropriate):		

Published on:	Date	By	Dept
The Pulse	26/11/13	Governance Coordinator	GCT
LAS Website	26/11/13	Governance Coordinator	GCT
Announced on:	Date	By	Dept
The RIB	26/11/13	IG Manager	GCT

Equality Analysis completed on	By
04/01/2011	PPI team
Staff side reviewed on	By

Links to Related documents or references providing additional information		
Ref. No.	Title	Version
TP/024	Managing Patient Confidentiality when dealing with the media	
OP/026	Procedure for Vehicle Inventory and Checking Service Vehicles.	

Document Status: This is a controlled record as are the document(s) to which it relates. Whilst all or any part of it may be printed, the electronic version maintained in P&P-File remains the controlled master copy. Any printed copies are not controlled nor substantive.

1. Introduction

London is one of the world's most diverse cities, and providing an ambulance service that is responsive to the needs of the different communities that make up the capital's population presents the Trust with many challenges.

Research has shown that different communities have different perceptions of the London Ambulance Service NHS Trust (LAS) in terms of the work it does, the help it can provide, and what it offers as an employer. Some of these perceptions arise from people's own experience of the Trust, others from what they hear, see or read about the organisation.

Public education can play a key role in increasing people's knowledge and understanding of the LAS. As well as educating people about how and when to access an ambulance, or about the alternative places they can go to for more appropriate care for their needs, public education work can also help overcome barriers to understanding that may exist as a result of language or cultural issues.

Public events can be an excellent way of developing and strengthening community links, and can provide real benefits for all participants by breaking down barriers and increasing confidence, understanding and trust. However, to be successful they must be well planned so that they meet the organisation's needs and are carried out safely.

An event can be initiated directly by the Trust, or by an external organisation or individual. In terms of the Trust's involvement, this procedure should be applied in each case regardless of the nature of the event, the organising body or individual, or the location.

2. Scope

This procedure applies to any activity where the LAS can interact with members of the public in significant numbers, in a non-operational environment, for the purpose of raising awareness about its role or delivering specific educational or healthcare messages or training. This includes (but is not limited to):

- School and college visits
- Nursery visits (**Service vehicles are prohibited at these events**)
- Careers fairs
- Ambulance station open days
- Community events
- Fetes and fairs
- Exhibitions and conferences
- Heartstart, or similar health awareness training courses
- Public consultation events
- Foundation Trust membership events

3. Objectives

The objectives of this procedure are:

1. To set out the required steps and procedures for planned public or other engagement events / activities.
2. To conduct public or other engagement events that are well planned, safe, welcoming and inclusive, that are aligned to meet strategic, organisational or specific objectives to increase awareness and improve relationships and public confidence in the services provided by the Trust.
3. For staff to act as ambassadors of the Trust, in maintaining its professional image and reputation in accordance with its Vision & Values and current UK and EU legislation, particularly the Health & Safety Act 1974 and the Equality Act 2010.

4. Responsibilities

- The Public Education & Media Resources Manager is responsible for reviewing and updating this procedure.
- The Head of Patient & Public Involvement and Public Education is responsible for ensuring the procedure is made available to staff involved in public education work.
- All staff involved in public education activities are responsible for ensuring they follow the procedure.

5. Procedure

5.1 Planning

- 5.1.1 Careful planning is crucial to the success of any event and, before committing the Trust to participate, it must be established that there is a legitimate aim linked to a Service goal or objective as the rationale or business case for participation in the event .

Sufficient time ahead of the event should be considered for the planning process to take place, ensuring that all eventualities are considered and that all stages of the planning are documented.

- 5.1.2 There should be no potential for damage to occur to the reputation of the Trust, or its intellectual property. Line management approval should be sought at all times prior to undertaking a public event.
- 5.1.3 Although each event will be different, many of the same principles will apply during the planning stages. However, some events will require special arrangements, or resources or facilities to make them readily accessible to visitors with specific needs, perhaps because of a disability, or because they

may have particular dietary requirements for religious or cultural reasons. It is very important to be aware of these potential requirements and what is required to facilitate the involvement of relevant visitors in the event.

Things to consider when preparing and planning an event:

- **Where and when** – event location, date and duration.
- **Aims and objectives** – It is important to ensure that the objectives for an event are clearly defined and the benefits of Trust involvement are demonstrated. The purpose of the event and what it aims to achieve should be clarified; staff should identify the target audience and what they want to deliver in terms of messages, and the methods they intend to use, to make sure their communications/ engagement are accessible to people from diverse communities and backgrounds. This is important where participation is likely to incur financial expenditure or the involvement of significant resources (staff, vehicles, etc) as well as in regard to the Trust's need to engage in an inclusive and welcoming way, in line with the Equality Act 2010
- **Achieving identified aims** - What type of event will achieve your aims? Will you include interactive demonstrations? Lecture or presentation? Who will be involved? Is it a 'stand alone' London Ambulance Service event or are other organisations involved? Is there likely to be anyone in the audience who would need what you are presenting in an alternative format?
- **Resources needed** – number of staff and support from other departments, vehicles or equipment, display stands and material, mobile information unit, merchandise, audiovisual equipment or materials, etc, including any materials in alternative formats, which may have to be ordered or prepared in advance. Are there any costs involved that will have to be met by the LAS and how will these be covered, or does the event present income generation opportunities?
- **Action Plan** - Detail the actions needed to ensure that the event takes place successfully.
- **Evaluation** – It's always useful to evaluate your event as soon as possible, to highlight what went well, and where future improvements may be needed. You may consider how representative your audience was of London's diverse communities, for example. Evaluation will also provide information for the database that is used by the PPI & Public Education Co-ordinators to record all our public education activities.

5.2 Health & Safety and Risk Assessment

5.2.1 Whilst carrying out official duties, all employees have an obligation to take all reasonable steps to comply with the Trust's health and safety policies and procedures. This is to ensure their safety and that of their colleagues, as well as members of the public that they may come into contact with during the course of their work.

5.2.2 Breaches of health and safety legislation are a serious matter and, if proven, the staff concerned may be subject to formal action in accordance with the Trust's disciplinary procedures. In certain cases breaches of health and safety may also result in prosecution.

It is therefore vital that all relevant Trust health and safety requirements for events are adhered to and a structured approach to risk assessment is essential as detailed below.

5.2.3 The Trust requires a full risk assessment to be carried out for all events, regardless of who is organising the event, or whether it is taking place on Trust premises or at an external location. A specific risk assessment form for events (LA168) has been created for this purpose.

5.2.4 The assessment must be carried out in advance of the event, allowing sufficient time for any potential problems to be identified and addressed in association with the event organisers if it is not an LAS event.

If for any reason it is not possible to complete the assessment in advance, then a dynamic risk assessment should be carried out on the day, and any specific issues should be raised with the organisers and duly noted. In this situation, if there is evidence of potential or significant risk which cannot be satisfactorily managed or resolved with the organisers, then this should also be noted and a decision made as to whether to withdraw. This decision should be carefully considered as it is also important to consider damage to the reputation of the Trust.

5.2.5 An early site visit could identify potential problems that may need to be considered when the appropriate time comes to carry out the full risk assessment. Raising any concerns with the organisers well ahead of the event may also help to make the risk assessment a less onerous task. The assessment must also be checked on the day of the event as circumstances do sometimes change.

In terms of completing the assessment, the LA168 looks at a number of areas such as the nature and size of the event, its location, people involved – attendees and LAS staff, what vehicles or other equipment will be involved and an acknowledgement of the policies and procedures relating to them.

The form is relatively easy to complete - potential risks, are defined, together with the existing control measures that have been considered the minimum necessary in each case. A flow chart helps identify which sections of the form need to be completed and a series of tick boxes enables the assessor to

grade each risk area appropriately, and if necessary, individual controls should be upgraded and recorded accordingly in the comments sections.

If it does become necessary to upgrade a control, additional measures must be put in place ahead of the date of the event.

Copies must be signed and distributed as specified. Where appropriate, guidance should be sought from the Safety and Risk team, or the PPI & Public Education Co-ordinators.

5.3 Use of vehicles and equipment at events

The nature of our work, and the vehicles and equipment that we use, are an obvious source of interest to the public and it is inevitable that they may be a significant attraction at an event. In such cases, it is imperative that the safety of visitors is protected at all times while they are inside or in close proximity to a Trust vehicle or equipment.

Under no circumstances must vehicles be taken to nursery schools other than for the purpose of transport to and from the venue. Children must not be allowed to enter vehicles at nursery visits.

- **Adhere to Trust policy** - vehicles must be operated in accordance with the Trust policy on the Driving and Care of Service Vehicles.
- **Radios** - vehicles used for events must be fitted with a functioning Trust radio / or the user must carry at all times an alternative form of communication, details of which should be passed to EOC before going to the event. It should also be noted that there may be occasions when non clinical staff involved with the event on behalf of the Trust may travel on service vehicles and EOC should also be advised of this.
- **Inspections** - as with any service vehicle, a vehicle daily inspection (VDI) must be carried out and documented in accordance with Trust policy before the vehicle is driven, noting where appropriate if the vehicle is not fully equipped
- **Note: in addition to standard ambulance equipment, a set of chocks must be loaded onto the vehicle.**
- **Parking area** - the area where the vehicle will be parked must be inspected and approved as part of the risk assessment process and in accordance with the requirements of LA168. If an assessment suggests that the designated area is unsuitable and presents possible risk, then an alternative area should be sought, or consideration given to withdrawing the vehicle if no other suitable area can be provided.

- **Every effort should be made to park demonstration vehicles on flat land. If it is necessary to park the vehicle on an incline, chocks should be placed under the wheels as an added safety measure. Consideration should also be given to parking the vehicle across the incline if this is feasible.**
- **Parking** - When intending to stop and leave the vehicle, the User should bring it to rest in the most convenient and safe position, close to the kerb if on a road. The foot brake should remain on until the handbrake is fully applied and neutral is selected. If parking on an incline the wheels should be turned to face the kerb so that if the vehicle was to roll it would be stopped by the wheels striking the kerb edge. The engine and unwanted auxiliaries should then be switched off and the seat belt neatly secured. An automatic gearbox should be left in “P” position and with a “manual box” it may be desirable to select either first or reverse gear when parking on a gradient. (i.e. first gear facing uphill and reverse facing down hill).

When attending a static display, as well as using the techniques described above, at least 2 wheels MUST be fully “chocked” to eliminate movement. This should be tested when people are moving around in the vehicle. The chocks are rubber blocks that need to be applied to the rear wheel (not the front wheel). Where the vehicle is on a noticeable incline, the chocks must be applied so that were the vehicle to roll, the blocks would actually stop it rolling. The chocks must be applied to both the rear wheels to prevent the vehicle rolling downhill. For example, if the vehicle is facing downhill then the chock should be placed in the front of the rear wheels and if the vehicle is facing up hill then the chocks should be applied to the rear of the wheels. Where the vehicle is not on a noticeable incline, then a chock must be applied to at least one rear wheel both in front and behind the wheel. When applying the chock you must ensure that each chock is wedged in securely between the ground and wheel.

To remove the chocks you should pull the attached chain away and to one side, whilst standing to the side of the vehicle.

At all public events, when a vehicle is left unattended, the engine must be switched off, the ignition key removed and the vehicle locked.

- **Supervision at events** - At least two members of staff must be present to ensure adequate supervision of a vehicle. Whilst members of the public are in the vehicle they must be supervised at all times. If it is not possible to provide or maintain this level of supervision, access to certain areas of the vehicle (for example the cab) must be prohibited and the area must be secured accordingly. If at any time during an event it becomes apparent that allowing access to a vehicle may pose a risk to visitors, access must be terminated and the vehicle securely locked. When members of the public are looking around the cab or front of a vehicle, a member of staff must occupy one of the seats in the cab.

- **Use of equipment** - where items of equipment are being demonstrated or displayed, the relevant Trust policies or protocols that apply to the equipment (defibrillator safety, sharps and other clinical waste disposal, cleanliness of resuscitation manikins, medical gasses, etc) should be adhered to at all times. Equipment should be made safe or put out of reach when not being supervised.

5.4 **Informing the Emergency Operations Centre**

5.4.1 The Emergency Operations Centre (EOC) should be made aware of the Trust's involvement at events and this can be done by completing an LA168a form or calling EOC letting them know the information below.

- the call sign (if you have one),
- fleet number ,
- staff names,
- location of the event,
- length of duty.

5.5 **Use and distribution of merchandise or literature**

5.5.1 At some events corporate merchandise or literature may be displayed and distributed to visitors if considered appropriate to the event – for example, DVDs, information leaflets or posters.

The objectives for attendance by the Trust will have been previously defined and any merchandise should therefore meet the needs of the event. It should be appropriate to the audience and should reinforce the key messages that the Trust is seeking to deliver at that time. Certain items are available from the PPI & Public Education Co-ordinators at Cody Road, or can be downloaded from the Public Education Resource Library on The Pulse. In some cases it may also be necessary to have materials produced specifically for an event, including any materials which are requested in alternative formats, in line with the requirements of the Equality Act 2010.

5.5.2 If it is necessary to have material specially produced, it must be in accordance with the corporate identity guidelines used by the Trust. Its content should be checked for accuracy (spelling, data, etc.) and accessibility by the Communications Team, and any photographic images or video material used must take account of patient dignity and confidentiality. TP/024 – Managing Patient Confidentiality when dealing with the media, states that images are only to be used where the consent of staff, the patient or their family has been previously obtained, in which case a copy of the Trust's media consent form LA99 would have been completed confirming consent.

Photographic images or video material should be relevant to the event, but should not be of a nature that could cause offence or distress. For this

reason, video or photographic material should be obtained through the Media Resources Unit, who will be able to advise you.

- 5.5.3 The Trust is an organisation that embraces diversity and any display or promotional material should appropriately reflect this fact.
- 5.5.4 No merchandise should be displayed or distributed that implies endorsement by the London Ambulance Service of any products or services provided by other organisations unless such endorsement is approved and active at the time of the event; for example, if the Trust is actively involved in a partnership project. If necessary, guidance should be sought from the Communications Team.
- 5.5.5 Advice on corporate identity guidelines, design or any other intellectual property matters should be obtained from the Communications Team at Headquarters and all new promotional material must be submitted to Communications Department for approval.

5.6 **Income generation and donations**

- 5.6.1 Currently, the Trust does not have a range of corporate merchandise that has been approved as being appropriate for sale to the public. The Trust may consider developing items in the future and make them available for sale at events. Until then, there should be no attempt to display merchandise at events for the purpose of income generation unless approved by the Director of Finance, and approved arrangements have been put in place to process the income in accordance with Standing Financial Instructions.
- 5.6.2 From time to time, individuals or organisations may wish to make specific bequests or donations to the Trust and this issue may be raised during attendance at an event. This is catered for within the Trust's procedure note for 'handling donations and gratuities'. Using the event to actively solicit donations on behalf of the Trust is not permitted. An exception may be if such donations are for a charity formally adopted and identified as the Chief Executive's official charity, but even then, approval should be sought beforehand.
- 5.6.3 Some events may present opportunities for income generation where there is a legitimate reason to charge for our participation – for example, if we are providing training under a pre-agreed arrangement. If such opportunities are identified, measures should be put in place through the Finance Department to ensure that the income is properly managed. Staff representing the London Ambulance Service at events should not solicit or accept personal payment.

5.7 **The media**

The Trust has a high profile and it is possible that an event that we are involved in might attract media interest. This may be small, perhaps from just

a local newspaper, or high profile, involving television or radio as well as print media. The Trust is always keen to develop opportunities for positive media coverage, so potential media attendance should be considered during event planning. However, it is always advisable to contact a member of the Communications Team at Headquarters and provide them with details about the event, the nature of our involvement, including any potential or confirmed media interest, VIPs, etc. They will provide advice and support on how to best manage media issues on behalf of the Trust. This may involve:

- Liaison with media representatives from co-organisers, journalists, etc
- Preparation of news releases or statements
- Arranging video or photographic coverage of the event by the Media Resources Team
- Arranging and briefing staff to take part in interviews, photo opportunities, etc
- Identifying and planning for any post event media interest

5.8 Feedback and monitoring of public events

5.8.1 The PPI & Public Education Action Plan commits the Trust to continuing and improving its public education activities. The Trust also has a statutory obligation to undertake and report on its PPI activity.

The collection and use of equality group (protected characteristics) data on patients and service users is the **foundation** on which the LAS can assess and address health inequalities, difficulties in access and discrimination experienced by diverse individuals and communities. Form LA310 and accompanying guidance notes, is to be used to gather important demographic information.

The future success of this work will depend on feedback from each event, enabling us to learn lessons, share best practice, etc. Therefore, wherever possible feedback should be given to the Public Education Co-ordinators, in order to:

- identify any requirement for further staff support in the future – for example, training in skills and competencies that are needed by staff carrying out public education work
- assist with the development of and budgeting for resources (literature, DVDs, etc)
- ensure that where possible, the objectives of the Trust's Strategic Plan are reflected
- allow for formal evaluation to take place if appropriate
- monitor the extent to which public education activities form part of staff personal development plans
- enable activity to be formally recorded by the Public Education Co-ordinator

An event risk assessment form (LA168) and key questions and actions from this document can be found on the Public Education Resource Library on the pulse [the pulse / noticeboard / public education resource library].

For more information or support please contact the PPI & Public Education Co-ordinators on 0203 069 0383 or PPI@londonambulance.nhs.uk

IMPLEMENTATION PLAN				
Intended Audience	All staff involved in public education activities.			
Dissemination	The Pulse and LAS website.			
Communications	All staff on the public education staff list will be sent a link to the document on the Pulse.			
Training	Training will be provided to staff taking part in the Public Education Staff Development Programme.			
Monitoring:				
Aspect to be monitored	Frequency of monitoring AND Tool used	Individual/ team responsible for carrying out monitoring AND Committee/ group where results are reported	Committee/ group responsible for monitoring outcomes/ recommendations	How learning will take place
Records will be kept of all staff completing the Public Education Staff Development Programme	Annual programme. Records kept will be attendance records and evaluation forms.	Head of PPI & Public Education will report to PPI Committee and Learning from Experience Group.	PPI Committee	Programme will be developed and adapted each year, depending on evaluation and feedback received.