



## Community Pharmacy Durham and Sunderland

### 2025-2026 Strategy

To be read in conjunction with the [2025-26 workplan](#)

#### Communication/Engagement

##### Ambition/Vision

***To improve two-way communication/engagement between CPDANDS and its pharmacies.***

##### **How?**

Capture more individual email addresses to use in addition to the pharmacy generic NHS Mail addresses. Ask delegates at training events to sign up to the newsletter. Use email addresses used to sign up to training events (e.g. via Eventbrite) and add to the newsletter subscribers list. Use Jotform (free platform) to survey pharmacies. Host a contractor/pharmacy information/engagement event as follow up to the 19 February event. From the responses received via the PO survey, establish the CPDANDS wide WhatsApp group. Produce ID cards/lanyards for officers/members. Produce ID cards/lanyards for PCN leads.

##### Ambition/Vision

Increase the awareness of Councillors, MPs and commissioners to the extended role of pharmacy in improving patient outcomes

##### **How?**

Have LPC reps at each Durham and Sunderland HWBB meeting. Source the dates of those meetings. Arrange MP pharmacy visits. Using Jotform, source pharmacies which would be happy to host a MP visit. Send a welcome letter to new/returning MPs. After a few months, contact again to invite to a pharmacy visit, possibly provide a flu vaccination. Source examples of positive PF case studies. Via consultation with DCC and SCC promote PF in the schools within the CPDANDS footprint. Commission space within the Durham/Sunderland edition of raring2go to market PF.

## **Ambition/Vision**

Complete work in relation to name change to CP Durham and Sunderland

### **How?**

New web address for LPC website and, using the same domain, establish LPC email addresses for officers, to include a generic email address which can be accessed by more than one officer.

## **Service Development**

### **Ambition/Vision**

Grow national and local service delivery

### **How?**

By encouraging pharmacies to provide commissioned services - Use Pharmacy services coach to engage with pharmacies with low activity , provide average income potential per service to highlight income streams being missed. Fees, Time taken, skills required, produce quick reference guide per service, CONTRAST against income from dispensing. Online services (Teams) meeting every other month - coaching (webinar).

### **Ambition/Vision**

Commission or source two local training events to support new services

### **How?**

LPC Sexual health, EHC - confirm date with sexual health team and venue, Regional ENT otoscope, Regional contraception, Regional Hypertension.

### **Ambition/Vision**

Review of all local services fee structures

### **How?**

Pull together list of services in Sunderland and Durham and create table of fee structures.

Benchmark regionally

## **Finance**

### **Ambition/Vision**

Determine most appropriate use of non levy funds which will provide maximum benefit to CPDANDS pharmacies.

### **How?**

Subgroups to notify finance group of budgetary requirements to fund their actions.

## Ambition/Vision

Produce a 2025/26 Budget plan for timely approval by the committee

### **How?**

Finance group to meet to set 25/26 budget

## Governance

### Ambition/Vision

Carry out review of constitution to ensure full CPDANDS compliance.

### **How?**

Arrange subgroup meeting w/c 15/7/24 . Review CPE constitution documents and compare to CPDANDS constitution currently on website. Make necessary adjustments. Review current LPC practice. Look into evidential support that constitution is being followed. Full review every 12 months with six monthly compliance check.

### Ambition/Vision

Review CPDANDS Governance guide, framework, policies and procedures and amend/update as appropriate.

### **How?**

Create definitive sections on CPDANDS website rather than multiple tiles e.g. policies, constitution, declarations of interest. Move accounts to Finance. Review all documents currently under governance tabs to assess relevance then update or remove accordingly. Look into creating archive registers on website for past years. Look into LPC self assessment (uploaded document from Durham 2018/19 so will need removing. **Removed 4 July 2024. CPE currently reviewing and updating the resource.**), Work towards initial assessment then bring to committee meeting in September and add to action log.