

Community Pharmacy Durham and Sunderland

2026-2027 Strategy

To be read in conjunction with the 2026-27 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.

Review distribution lists, both email and Mailchimp to ensure that they cover all CPDandS pharmacies.

Ambition/Vision

Explore the sourcing and funding of infrared thermometers and BP monitors (with small and large cuffs) for all CPDandS pharmacies

How

Contact suppliers for prices. Explore the possibility of a discount based on numbers to be ordered.

Ambition/Vision

Increase the awareness of Councillors 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 councillor pharmacy visits. Using MS forms, source pharmacies which would be happy to host a councillor visit. Draft a script for use at the pharmacy visits.

Ambition/Vision

Raise awareness of the availability of community pharmacy services with students and staff at Durham and Sunderland Universities.

How

Initiate discussions with relevant staff members at the Universities to gauge the appetite for promoting community pharmacy services. In consultation with staff members determine the most appropriate services to advertise on campus. Secure agreement from Community Pharmacy England and the Integrated Care Board to use their existing resources for the promotional campaigns. Agree the campaign content, mode of delivery and launch on campus.

Ambition/Vision

Furnish CPDandS pharmacies with contact details of all important stakeholders.

How

Brand and laminate the recently developed stakeholder list. Send a copy to all pharmacies, **for internal use only.**

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. DEPO training in Sunderland, training in Durham around the chlamydia test and treat service, organise vaccination training in Summer 2026.

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.

New for 2026: complete the services website and load on to CPDandS site.

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

Ambition/Vision

Implement a levy holiday

How

Submit instruction to NHSBSA for a levy holiday: 1 September 2026 – 31 March 2027.

Governance

Ambition/Vision

Carry out review of constitution to ensure full CPDANDS compliance.

How?

To be conducted as part of the SGM process. CPE model constitution template reviewed by the Governance Group and Chief Officer, before circulating to all pharmacies and CCA HO contacts.

Ambition/Vision

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

How?

Dedicated agenda item on the agenda of the September 2026 CPDandS meeting

Ambition/Vision

To ensure compliance with the 2027 election process using CPE guidance and the content of the constitution and rules 2027.

How?

Governance Group member to be involved in the process.