



Department  
of Health &  
Social Care

Department of Health and  
Social Care  
39 Victoria Street  
London SW1H 0EU

Amanda Pritchard  
Chief Executive  
NHS England

05 February 2025

Dear Amanda,

## 1. NHS Notify Service Directions 2025

- 1.1 I am writing on behalf of the Secretary of State for Health and Social Care (**the Secretary of State**) to give Directions to **NHS England**.
- 1.2 These Directions are given in exercise of the powers conferred by sections 254(1), 260(2)(d) and 304(9), (10) and (12) of the Health and Social Care Act 2012<sup>1</sup> (**the 2012 Act**), sections 13ZC and 272(7) and (8) of the National Health Service Act 2006<sup>2</sup> (**the 2006 Act**) and regulation 32 of the National Institute for Health and Care Excellence (Constitution and Functions) and NHS England (Information Functions) Regulations 2013<sup>3</sup> (**the Regulations**).
- 1.3 The service enabled by these Directions is operated by NHS England in the exercise of its powers under sections 1, 2 and Chapter A1 of the 2006 Act and section 270 of the 2012 Act.
- 1.4 These Directions are to be known as the **NHS Notify Service Directions 2025** and come into force on the date after the day on which they are signed.

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<sup>1</sup> 2012 c.7 (the 2012 Act). Relevant amendments were made by the Health and Social Care Information Centre (Transfer of Functions, Abolition and Transitional Provisions) Regulations 2023 (S.I. 2023/98).

<sup>2</sup> 2006 c.41. Section 13ZC was inserted by section 45 of the Health and Care Act 2022 (c.31).

<sup>3</sup> S.I. 2013/259 as amended by S.I. 2023/98.

## 2. Requirement for these Directions

- 2.1 In accordance with section 254(2)(b) of the 2012 Act, the Secretary of State considers that it is in the interests of the health service in England and of the recipients or providers of adult social care in England for these Directions to be given.
- 2.2 In accordance with section 254(5) of the 2012 Act, the Secretary of State has consulted NHS England before giving these Directions.
- 2.3 In accordance with section 13ZC(5) of the 2006 Act, the Secretary of State considers these Directions to be in the public interest.

## 3. Priorities, Policies and Non-Statutory Guidance

In exercising functions under these Directions, NHS England must have regard to such priorities, policies and non-statutory guidance<sup>4</sup> of the Secretary of State as the Secretary of State may notify in writing from time to time to NHS England.

## 4. Purpose

- 4.1 The purpose of these Directions (**the Purpose**) is to enable NHS England to develop and operate the NHS Notify Service. The NHS Notify Service will:-
  - 4.1.1 deliver a communication service that facilitates communication with patients, recipients of adult social care and the public (**Intended Recipients**) on behalf of the persons described in paragraph 4.2 (**Consuming Organisations**);
  - 4.1.2 collect and analyse data required to support Consuming Organisations in the use of the communications service; and
  - 4.1.3 enable the use of anonymised statistical data, including through analysis and linkage of data, to support service delivery improvement, provide status reports to Consuming Organisations and inform improved Consuming Organisation communications.
- 4.2 Consuming Organisations are the following:
  - 4.2.1 NHS England;
  - 4.2.2 any public body which exercises functions in connection with the provision of health services or of adult social care in England;
  - 4.2.3 any person (other than a public body) who provides health services, or adult social care in England, pursuant to arrangements made with a public body exercising functions in connection with the provision of such services or care; and

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<sup>4</sup>In addition, NHS England has a duty to have regard to [statutory guidance issued by the Secretary of State under section 274A of the 2012 Act: NHS England's protection of patient data, 23 May 2023](#), as the same may be updated from time to time.

4.2.4 any person who undertakes health or adult social care research.

4.3 The purposes for which Consuming Organisations may use the NHS Notify Service do not include direct marketing<sup>5</sup>.

## 5. Establishing and operating information systems

5.1 The Secretary of State directs NHS England to establish and operate a system (**the NHS Notify Directions System**) for the collection and analysis of the information set out in the NHS Notify Service Requirements Specification version 1 (as published with these Directions) as updated periodically by the Secretary of State in consultation with NHS England (**the Requirements Specification**).

5.2 The Secretary of State directs NHS England to analyse the information which NHS England obtains by complying with these Directions (**the Information**), as may be required by the Secretary of State or as NHS England considers necessary to achieve the Purpose.

5.3 Such analysis includes:

5.3.1 analysis by reference or linkage to any other information described in the Requirements Specification;

5.3.2 analysis for data quality purposes, including undertaking comparison and consistency analysis of the same or similar information obtained by complying with other directions under section 254 of the 2012 Act;

5.3.3 any other analysis of the Information as NHS England considers appropriate to maintain data quality, accuracy and consistency in relation to the Information.

5.4 In exercising functions under these Directions, NHS England must act in accordance with the Requirements Specification and generally in such a way as to achieve the Purpose.

## 6. Systems delivery functions

6.1 The Secretary of State directs NHS England to exercise such systems delivery functions of the Secretary of State as are necessary or expedient for it to establish and operate the NHS Notify Directions System.

6.2 The Secretary of State directs NHS England to exercise such systems delivery functions of the Secretary of State as are necessary to enable and facilitate the Purpose.

## 7. Service Levels etc

In exercising functions under these Directions, NHS England must act in accordance with the service levels, support and monitoring requirements, and the reporting and governance requirements notified by the Secretary of State in

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<sup>5</sup> [What is and isn't direct marketing? - NHS Transformation Directorate \(england.nhs.uk\)](https://www.england.nhs.uk/what-is-and-isnt-direct-marketing/)

writing to NHS England as at the date these Directions come into force, or as those requirements are amended and notified by an authorised officer of the Department of Health and Social Care on behalf of the Secretary of State in writing to NHS England from time to time.

**8. Fees and Accounts**

NHS England must keep proper accounts, and proper records in relation to the accounts, in connection with these Directions.

**9. Duration**

NHS England must exercise functions under these Directions until they are revoked by a further direction in writing by an authorised officer of the Department of Health and Social Care on behalf of the Secretary of State.

**10. Review of these Directions**

These Directions will be reviewed from time to time. Any amendments to the Directions or the Requirements Specification will only be made after consultation with NHS England.

Yours sincerely

A handwritten signature in black ink, appearing to be 'J. Jones', written in a cursive style.

Signed by authority of the Secretary of State

Date signed: 05 February 2025