

**GP Data for Planning and Research  
Programme Board  
Minutes of the meeting held 8<sup>th</sup> June 2022  
Final – Approved for publication**

**Attendees**

Name	Role, Organisation	Name	Role, Organisation
<b>Ming Tang</b>	Chief Data & Analytics Officer, NHSE/I	<b>Michael Chapman</b>	Director of Research and Clinical Trials, NHS Digital
<b>Simon Tither</b>	Deputy Director, Performance and Analysis, NHS England (Deputising for Melanie Craig and Ursula Montgomery)	<b>Jennifer Boon</b>	Deputy Director, Data Policy and Digital Oversight, Transformation Directorate, NHS England
<b>Matt Bacon</b>	Director of Communications, NHS Digital		
NHS Digital programme team representatives – <b>Chair</b>			

**Actions & Decisions Recorded**

Action ID	Description	Target Date
<b>PRB-A017</b>	GDPR comms team to work with Data Strategy Comms team to present developing plan at future Programme Board	06/07/2022
<b>PRB-A023</b>	Programme team to review GDPR use cases and update as required to reflect the current operating environment	06/07/2022

**Meeting Notes**

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<p><b>Introductions</b></p> <ul style="list-style-type: none"> <li>Meeting noted as not quorate with a number of apologies noted due to annual leave. Decision made to continue with agenda to provide an update on the Comms listening work. Materials will be shared offline for those absent.</li> </ul>
<p><b>Open Actions and Decisions</b></p> <ul style="list-style-type: none"> <li>Updates provided against open actions as follows: <ul style="list-style-type: none"> <li>PRB-A015 – Programme Comms Lead has spoken to NHSD media team and been given high level lines regarding the merger. Action completed</li> </ul> </li> </ul>

- PRB-A017 – Programme Comms Lead has met with Data Strategy Comms team to discuss how to bring this together. Further engagement continuing throughout June. Action target date pushed to July Programme Board for further updates and review

### **Programme Progress Update**

- GDPR Programme Manager provided the progress update to board members. Key updates as follows:
  - Type 1 online option has received first-stage assurance to continue design and development
  - Ongoing focus required on funding allocation
  - Engagement continuing with GP Profession regarding concerns around the NHS merger. Ensure this is linked in with Data Policy team who are preparing wider conversations
  - Continue development of requirements for TRE
  - Comms listening phase completed and report being prepared for publication. Publication to be shared with Board member teams as required

### **Comms Listening Phase**

- Listening phase complete and presentation provided on the findings
- Aim of the listening phase was to confirm preliminary understanding of public perceptions and fill gaps in our knowledge. Contained a small GP survey, widescale public survey and small-scale public focus groups
- Public survey was nationally representative, and findings presented were statistically significant. Key findings include:
  - GDPR and opt outs are well known but poorly understood. 22% of the population thought they had opted out, which diverges significantly from the known number of Opt-Outs. The Communications campaign will not be starting from neutrality
  - There is broad trust in NHS usage of data, but less so for other organisations, particularly the government.
  - In terms of messaging, there is no unified way of gaining support or trust. A tailored approach is required
  - The perception of selling data is a key factor in people opting out of data sharing, whilst information about data security may minimise opt-outs

- Future work will look into quantitative data and behavioural insights into what specific messages influence behaviour regarding opt-outs in different demographic groups
- The Engagement phase is being formed to provide this deeper level of detail required to plan the GDPR public awareness campaign and is planned to run from summer

It was noted that the programme should continue making decisions and progress based on insights such as these to challenge assumptions and bias.

### **Programme Context Review**

- The programme is operating in a complex environment, increasing the challenges around having a clear delivery plan
- It is important not to lose sight of what the GDPR programme is trying to achieve, whilst ensuring NHS Digital is doing the right thing within this complex environment with such interdependencies. Key discussion points were as follows:
  - Tim Ferris has set up portfolio leads to better establish how pieces are delivered and work together, managing stakeholders and deliverables effectively
  - Some of these items are inputs, dependencies or being delivered in parallel. Rather than stop due to complexity, we may look into prioritising what can be delivered by the programme regardless of the wider environment, such as gaining insights into public perception. Much of what is planned is supporting other pieces of work across the NHS and still has benefit
  - Meetings have been held between NHS England and OpenSAFELY representatives to understand the operating model and use cases in more detail. This will influence planning and support for use of OpenSAFELY as a national platform and tool
  - Suggestion to refresh the use cases for GDPR based on today's environment to consider how these may have changed since they were first recorded and how they are being or could in the future be met. An insights-based approach to use cases may support the data strategy more broadly. **Action PRB-A023 recorded**

### **AOB**

- Members thanked for their time and meeting closed