

TRUST BOARD MEETING – 28 January 2010

Title of the Paper:	Reputation Audit	
Agenda item:	14/10	
Author:	David McNeil, Director of Communications and Corporate Affairs	
Trust Objectives:	4. Sustain and improve performance	
Key issues <ul style="list-style-type: none"> - To review the results of the reputation audit - To plan and develop strategic measures to build on the Trust's public reputation - To assess and improve upon existing communications activity Purpose <ul style="list-style-type: none"> - To update the board on progress 		
Risk Implications for the Trust <i>(including any clinical and financial consequences):</i>		Mitigating Actions <i>(Controls):</i>
<ul style="list-style-type: none"> - A negative local reputation can make a difference to the Trust's efficiency with a demotivated workforce and unsupportive community. 		<ul style="list-style-type: none"> - Reputation audit and improvement plan
Level of Assurance that can be given to the Trust Board from the report [significant, sufficient, limited, none]: Sufficient		
Links to Key Line of Enquiry (KLOE 1 - 5) 5.2.1		
Legal Implications: None		
Recommendation to the Trust Board: <ul style="list-style-type: none"> • To note the results of the reputation audit • To agree the proposal for a further reputation audit to be undertaken in April 2010 		