

Document Title:	CELEBRITIES & VIP VISITOR POLICY		
Document Reference/Register no:	15017	Version Number:	2.0
Document type: (Policy/ Guideline/ SOP)	Policy	To be followed by: (Target Staff)	All MEHT staff
Ratification Issue Date: (Date document is uploaded onto the intranet)	28 th February 2019	Review Date:	27 th February 2022
Developed in response to:	Best Practice		
Contributes to HSC Act 2008 (Regulated Activities) Regulations 2014(Part 3); and CQC Regulations 2009 (Part 4) CQC Fundamental Standards of Quality and Safety:		Kate Lampard Lessons Learnt Report February 2015	
Issuing Division/Directorate:	Corporate		
Author/Contact: (Asset Administrator)	Niki Eves, Head of Communication Lucy Thomas-Clayton, Associate Director of Fundraising & Voluntary Services		
Hospital Sites: (tick appropriate box/es to indicate status of policy review i.e. joint/ independent)	<input checked="" type="checkbox"/> MEHT <input type="checkbox"/> BTUH <input type="checkbox"/> SUH		
Consultation:	(Refer to page 2)		
Approval Group / Committee(s):	n/a	Date:	n/a
Professionally Approved by: (Asset Owner)	Wendy Matthews, Director of Nursing	Date:	26 th February 2019
Ratification Group(s):	DRAG Chairman's Action	Date:	27 th February 2019
Executive and Clinical Directors (Communication of minutes from Document Ratification Group)	Date: March 2019	Distribution Method:	Intranet & Extranet

Consulted With:	Post/ Approval Committee/ Group:	Date:
	Named Nurse for Safeguarding Children	February 2019
Louise Bell	Safeguarding Transformational Project Lead	
Doug Smale	LSMS Emergency Planning Manager	
	Portering & Security Manager	
Lucy Thomas-Clayton	Associate Director of Fundraising & Voluntary Services	
Leila Francis	Designated Nurse Safeguarding Children Mid Essex CCG	
Deborah Lepley	Warner Library	

Related Trust Policies (to be read in conjunction with)	Safeguarding Children and Young People Policy 0-18 years (04064) Serious Incident Requiring Investigation Policy (11025) Violence and Anti-Social Behaviour Policy (04031) Charitable Funds Policy (05007) Social Media - personal use by staff (10022) Infection Control Hand Hygiene Policy (04072) Volunteer Voluntary Involvement Policy (11053) Whistleblowing Speaking Up - how to raise a concern Policy (04034)
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Document Review History:			
Version No:	Authored/Reviewer:	Summary of amendments/ Record documents superseded by:	Issue Date:
1.0	Yvonne Carter		9 th November 2015
2.0	Niki Eves & Lucy Thomas-Clayton	Full Review	28 th February 2019

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1.0 Purpose

- 1.1 The purpose of this policy is to ensure there is no risk to the safety and security of patients and staff arising from visits to Mid Essex Hospital Services NHS Trust property either by approved or invited visitors such as VIPs and celebrities, and the media.

2.0 Introduction

- 2.1 The Trust arranges visits for celebrities and VIPs and these visits typically involve access to a range of services and departments, either on the main Broomfield site or off-site at one of the community hospitals.
- 2.2 The Trust aims to support and accommodate visitors whenever possible, whilst recognising a responsibility to protect the safety, security, and privacy and dignity of patients, families and staff.
- 2.3 The Trust recognises the need to ensure the protection of vulnerable adults and children from any forms of potential or actual assault, abuse or psychological grooming.
- 2.4 It is also recognises the need to ensure any such visits do not have a detrimental effect on the running of clinical services and take practical measures to organise and manage external visits safely and minimise disruption to patients, visitors and staff.

3.0 Scope

- 3.1 This policy applies to invited celebrity and VIP visitors to the Trust for the purpose of promoting our services, the hospital's charity, patient experience and motivating staff (see definitions Ref 3.5).
- 3.2 The vast majority of VIP/celebrity visits to the Trust are one-off events, which means that standard safeguarding arrangements such as disclosure and barring service (DBS) checks may not be appropriate, therefore the approved visitor(s) must be accompanied at all times.
- 3.3 This policy does not apply to anyone who is visiting a relative or friend, or who is attending as a patient receiving treatment at Broomfield Hospital or any of the community hospitals.
- 3.4 The policy does not apply to individuals or groups who have long term or on-going relationships with the Trust, such as volunteering.
(Refer to Volunteer Voluntary Involvement Policy; register number 11053)

4.0 Definitions

- 4.1 Approved visitors - individuals or groups who are invited or who have approval to be on the MEHT premises for an official purpose or for the benefit of patients, staff, the Trust or the NHS. These may include:
- 4.2 VIPs - key stakeholders including MPs, Ministers, elected representatives, overseas dignitaries, members of the Royal Family.
- 4.3 Celebrities - famous/high profile figures who might be well known to the public, patients and their families, also including costumed characters as these would be well known to children and young people.
- 4.4 Fundraisers - generate financial support or present funds raised for the benefit of patients, staff and the Trust.
- 4.5 Public areas - any location in the hospital that is accessible by the general public and does not have secure entry. These would include reception areas, catering and retail areas.
- 4.6 Clinical or restricted areas - any area of the hospital in which clinical care is provided. This would include all wards, theatres, departments and clinics. It also includes any area associated with healthcare or the business of the Trust which has a secure door or requires a hospital pass or staff member to gain entry.

5.0 Policy Statement

- 5.1 The policy requires that one off or very short-term approved official visitors are always accompanied during their visit to the Trust.
- 5.2 To ensure adequate supervision is maintained at all times, the number of visitors will be restricted and Trust staff will be proportionate at a ratio of 3:1.
- 5.3 All visits by VIPs or celebrities are to be handled and managed by the Communications or Charity Team, who will engage with the Corporate Office or Trust Board Secretary as necessary. Visitor supervision may be delegated to local clinical teams if appropriate. One or more of the Trust's Executive Team may also be present during the visit.

6.0 Responsibilities

6.1 Corporate Office

- 6.1.1 The Chief Executive Officer (CEO) is responsible for ensuring that processes are in place to ensure that the recommendations arising from the Kate Lampard report “Themes and lessons learnt from NHS investigations into matters relating to Jimmy Savile”, (February, 2015) are fulfilled and monitored.
- 6.1.2 The Communications team maintains the Trust Register of approved official visitors and is responsible for ensuring other relevant parts of the Trust are made aware of their responsibility to notify the Communications team of any visits covered by this policy.

6.2 Security:

- 6.2.1 Provide support during visits as required and as agreed with the Communications Team.
- 6.2.2 Together with the Communications Team or delegated relevant service, carry out risk assessments prior to the visit, if appropriate, or liaise with local police or protection officers. Assessment will determine the appropriate level of additional resources or control measures if required. Risk assessment should include the likelihood of uninvited photographers and followers or fans potentially attracted by the presence of a celebrity or VIP.
- 6.2.3 If disruption to hospital business or clinical care is judged likely, then senior staff may advise that the visit is inappropriate, suggesting a postponement or cancellation. This would need to be approved by the Communications Team.

6.3 All staff

- 6.3.1 All staff must act in accordance with this policy and support visits to their areas by representing the Trust properly and acting professionally at all times.
- 6.3.2 The policy requires that approved official visitors are always accompanied by a Trust member of staff throughout their visit to the Trust. As VIPs/celebrities are often accompanied by colleagues or friends, all supervising and chaperoning includes the guests/accompanying party they may bring with them.
- 6.3.3 If approved official visitors are in the Trust for extended periods of time – e.g. a celebrity linked with a particular service or a celebrity volunteer - and they are likely to be unaccompanied, advice will be sought from the Trust Safeguarding Team about what checks or authorisations will be required and Human Resources will be advised.
(Refer to Volunteer Voluntary Involvement Policy; register number 11053)

- 6.3.4 Any requests for celebrity, VIP or media visits must be referred to the Communications Team.
- 6.3.5 Visitor supervision can be delegated to clinical teams if appropriate, with a recommendation that at least one person is responsible for supervision and chaperone - with more chaperones required if the visiting party is larger.
- 6.3.6 If a visit occurs outside normal working hours, and especially at weekends, the person leading the visit must notify the Site Manager to reassure them that the visit is approved, advise of the arrangements and confirm that they will be supervising the visit.

7.0 Procedures for Arranging a Visit

- 7.1 All visits should be notified to the Communications Team.
- 7.2 A central register of visitors will be maintained by the Communications Team. For locally arranged or supervised visits, a member of the organising team will ensure that appropriate details of the visit are notified to the Communications Team for recording, using appendix A of this policy.
- 7.3 Before authorising a visit to the Trust by a celebrity/VIP, the Communications Team will check with the clinical service(s) that will be visited to ensure they feel the visit is appropriate.
- 7.4 The Communications Team will alert the relevant member of the Directors Team to all planned celebrity/VIP visits as soon as details are known, as it is likely the Trust would wish to ensure that one or more of the Directors Team are present.
- 7.5 Upon arrival at Trust premises, approved official visitors will be met by an ambassador for the Trust. This could be a member of the Communications Team, Charity Team, local clinical leader or an Director. The Trust ambassador will ensure the visitor is logged with the Communications Team and that a temporary visitor badge is available for the visitor.
- 7.6 A Trust representative, who will normally be a member of the Communications team, Charity or local clinical leader, should remain with the approved visitor throughout the visit until they are escorted from the building.
- 7.7 Approved visitors who do not have appropriate checks and authorisation must not be left unaccompanied. In addition, any time they are in the patient's room there will be a chaperone who will be a member of staff appropriate to the clinical setting.
- 7.8 A Trust representative will ensure that all appropriate ward protocols, including infection prevention and control, are observed by the VIP or celebrity visitor.

8.0 Reporting Concerns

- 8.1 If during a VIP/celebrity visit, the behaviour of a visitor or a member of their accompanying party gives cause for any concerns whatsoever, then this should be raised at the time with the member of staff who is supervising them and the visit brought to an immediate end.
- 8.2 Any serious incident must be reported to the Trust Security Officer and LSMS Officer.

9.0 Confidentiality/Consent

- 9.1 Prior to all approved visits, visitors will be informed by the Communications Team of the appropriate confidentiality and consent requirements for patients and staff as well as for themselves, and will be expected to abide by them during and after the visit. This includes obtaining appropriate consent for all images, still and moving, for use in all media, including social media, to protect patient, staff and approved visitor identity.
- 9.2 Any patients who may be involved in a VIP/celebrity visit e.g. they are an in-patient on a ward being visited - will be asked in advance of the visit whether they mind being potentially approached by the visitor. If there is likely to be photography, the patient will be asked if they consent to be photographed and will be requested to sign a photograph release form.
- 9.3 Staff are representatives of the Trust and are expected to behave professionally at all times. During VIP and celebrity visits, staff should continue in their roles as usual while supporting the management of the visit where appropriate. Staff have a right to refuse to be recorded on any photographic media without supplying a reason.
- 9.4 Approved official visitors to ward areas should always be greeted appropriately by staff and treated respectfully throughout their visit. Staff must not approach celebrities on wards, in corridors or other areas of the hospital.

10.0 Breach Reporting

- 10.1 If a VIP or celebrity attends the Trust without any prior notice and is not on a private visit to see a relative or friend who is a patient, the Communications Team will be notified immediately in standard working hours. If visiting is out of hours, this should be the Communications Manager on call. The visitor should be held in reception/nursing station until the site manager arrives to determine the nature of their visit and whether it is appropriate to go ahead.
- 10.2 Any member of staff concerned must comply with the Trust Incident Policy and a Datix web must be completed.

11.0 Audit and Monitoring

- 11.1 Audit of compliance with this policy will be considered on an annual audit basis in accordance with the Clinical Audit Strategy and Policy (register number 08076), the Corporate Clinical Audit and Quality Improvement Project Plan and the Trust annual audit work plan; to encompass national and local audit and clinical governance identifying key harm themes.
- 11.2 The findings of the audit will be reported to and approved by the Risk and Compliance Group and an action plan with named leads and timescales will be developed to address any identified deficiencies. Performance against the action plan will be monitored by this group at subsequent meetings.
- 11.3 The audit report will be reported to the monthly Risk and Compliance Group and significant concerns relating to compliance will be entered on the local Risk Assurance Framework.
- 11.4 Key findings and learning points from the audit will be submitted to the Patient Safety Group within the integrated learning report.
- 11.5 Key findings and learning points will be disseminated to relevant staff.
- 11.6 The Essex Safeguarding Board will require a self-audit of the Trust's position in relation to the management of visitors.

12.0 Equality Impact Assessment

(Refer to Appendix 2)

13.0 Implementation and Communication

- 13.1 This document is applicable to all members of staff and volunteers at Mid Essex Hospital Services NHS Trust.
- 13.2 The policy will be available on the website and intranet.

14.0 References

Lampard, H. Marsden, E. (2015) Themes and lessons learnt from NHS investigations into matters relating to Jimmy Saville. Independent report for the Secretary of State. London: Department of Health.

Appendix 1

Visitors' Registration Form

Any requests for celebrity, VIP or media visits must be referred to the Communications Team. The Communications Team may not be responsible for organising every visit but they can advise on the arrangements. Please complete the details below which will be included in the Visitors' Book.

Pre-visit

Visitor name	
Organisation	
Date of visit	
Times/duration of the visit	
Location(s) of the visit	
Purpose of the visit	
Clinical lead (eg ward manager) who has approved the visit	
Schedule/itinerary of the visit	
Name(s) of personnel (non-MEHT) accompanying the visitor	
Name of MEHT staff member supervising the visitor	

Post-visit

Names of patients the visitor spent time with	
Did the patient(s) consent to photography?	
Were consent forms completed?	

This form should be completed and returned to the Communications Manager.

Appendix 2: Preliminary Equality Analysis

This assessment relates to: 15017 VIP Visitor Policy

A change in a service to patients		A change to an existing policy	X	A change to the way staff work	
A new policy		Something else (please give details)			
Questions			Answers		
1. What are you proposing to change?			Full Review		
2. Why are you making this change? (What will the change achieve?)			3 year review		
3. Who benefits from this change and how?			Patients and clinicians		
4. Is anyone likely to suffer any negative impact as a result of this change? If no, please record reasons here and sign and date this assessment. If yes, please complete a full EIA.			No		
5. a) Will you be undertaking any consultation as part of this change? b) If so, with whom?			Refer to pages 1 and 2		

Preliminary analysis completed by:

Name	Niki Eves	Job Title	Head of Communications	Date	February 2019
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