

**VIP, Celebrity and Media Visitor
Access Policy
(Approved Official Visitors to LPT)**

Ensuring risk to the safety and security of patients and staff arising from visits to LPT by approved or invited VIPs, celebrities or media is minimised.

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Version Control and Summary of Changes

Version number	Date	Comments (description change and amendments)
1.1	6/5/2015	Draft for comment
1.2	26/5/2015	Updated draft for comment
1.3	24/8/2015	Updated draft with Equality Impact Assessment
1.4	21/1/2016	Updated draft following consultation
1.5	22/4/2016	Updated after feedback
1.6	7/9/2018	Updated data protection reference in appendix 3

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Equality Statement

Leicestershire Partnership NHS Trust (LPT) aims to design and implement policy documents that meet the diverse needs of our service, population and workforce, ensuring that none are placed at a disadvantage over others.

It takes into account the provisions of the Equality Act 2010 and promotes equal opportunities for all.

This document has been assessed to ensure that no one receives less favourable treatment on the protected characteristics of their age, disability, sex (gender), gender reassignment, sexual orientation, marriage and civil partnership, race, religion or belief, pregnancy and maternity.

In carrying out its functions, LPT must have due regard to the different needs of different protected equality groups in their area.

This applies to all the activities for which LPT is responsible, including policy development and review.

Due Regard (All policies must be screened)

The Trusts commitment to equality means that this policy has been screened in relation to paying due regard to the Public Sector Equality Duty as set out in the Equality Act 2010 to eliminate unlawful discrimination, harassment, victimisation; advance equality of opportunity and foster good relations.

Please refer to Appendix 7 (screening template) which provides a detailed overview of the due regard undertaken in support of this activity.

Core Principles of the NHS Constitution.

The NHS will provide a universal service for all based on clinical need, not ability to pay. The NHS will provide a comprehensive range of services. This policy considers each of these:

Shape its services around the needs and preferences of individual patients, their families and their carers	X
Respond to different needs of different sectors of the population	X
Work continuously to improve quality services and to minimise errors	X
Support and value its staff	X
Work together with others to ensure a seamless service for patients	X
Help keep people healthy and work to reduce health inequalities	X
Respect the confidentiality of individual patients and provide open access to information about services, treatment and performance	X

Definitions that apply to this Policy

Approved visitor	Individuals or groups who are invited or who have approval for an official purpose or for the benefit of patients, staff, the Trust or the NHS.
VIP	Key stakeholders including Member of Parliament or elected representative (also refer to External Visits policy), overseas dignitary, member of the Royal Family
Celebrity	Famous/high profile figure who might be well known to the public and therefore to patients and their families; also includes costumed characters as these would be well known to children and young people.
Media	Journalists or other representatives of print or broadcast media organisations i.e. newspapers or television. This category will also include associated technical or creative people such as camera / sound crews, or photographers.
Volunteers/ fundraisers	People who are working in the Trust on a paid or voluntary basis to support the business of the Trust or to generate financial support or present funds raised for the benefit of patients, staff or the Trust.

1.0 Summary

1.1 The purpose of this policy is to ensure that risks to the safety, security and confidentiality of patients and staff arising from visits to LPT by approved or invited visitors such as Very Important People (VIPs) and celebrities, or media representatives is controlled and reduced wherever possible.

1.2. The policy requires that one-off or very short-term approved official visitors are always accompanied throughout their visit to the Trust as there is a possibility of contact with vulnerable patients/visitors.

1.3 Consent for the visit, especially if media are involved, must be received in writing from the patients who are going to be involved in the visit, using the appropriate media forms. Where a patient cannot give consent for reasons of physical or mental ill health, permission should be sought from carers or other arrangements made.

1.4. Where approved official visitors who are in the Trust for extended periods of time, such as documentary film crews, or who are here on repeated occasions, such as a charity patron or celebrity linked with a particular service, they must be appropriately checked and authorised, by the communications team, and accompanied by a staff member as per the diagram on page 12

1.5. All visits by media, VIPs or celebrities are to be handled and managed by the LPT communications team because of the high profile they can attract (and the potential for reputational risk to the Trust). Any requests for celebrity or VIP visits must be referred to and approved by or organised by the communications team. Visit supervision may be delegated to local clinical teams if appropriate, alongside the clinical lead for the service (user) in question.

1.6. If a VIP or celebrity attends the Trust without any prior notice then the communications team must be notified immediately. The visitor should be held in reception until a member of the communications team, or other LPT senior employee delegated by the team, arrives to assess reputational and patient risk with the clinical team in question.

1.7 All visits covered by this policy must be logged in the LPT Register of VIP Visits by the communications team following point 1.4/1.5 (see Appendix 5)

1.8 VIPs, celebrities or media are not to be granted access to patient records; staff must comply with the Record Keeping and the Management of the Quality of Health Records Policy. Desks are to be cleared of any paperwork and an IG review carried out around the area to be visited to ensure there is no patient or staff data visible.

1.9 Where an external visitor wants to attend a patient's property, the signed consent of the patient must be obtained beforehand. If the patient or carer is unable to give consent the visit is not to take place. It is the responsibility of the staff accompanying the visitor to request consent using the media consent form (available from the communications team). The media consent form will be amended to recognise this.

1.10 This policy will be circulated to all staff and made available on the Trust's public website. Managers are responsible for alerting their staff to the existence of this policy and ensuring the guidelines are shared and followed. It is the responsibility of individual members of staff to read and consult these documents.

2.0 Introduction

2.1 The Trust arranges visits by celebrities and VIPs from time to time and provides access to a range of services including inpatient areas and community bases. Celebrity and VIP visits can play a positive role in promoting our services, enhancing patients' experience and motivating staff. They can also be linked to our charitable work, again raising the profile of the projects/appeals in question. Positive media coverage is important in building the Trust's profile and maintaining public confidence in the Trust, in our charity and in the NHS.

2.2. The Trust aims to support and accommodate such visits wherever possible; however, we recognise our responsibility to protect the safety and security as well as

the privacy and dignity of patients, families and staff. We also recognise the need to ensure any such visits do not have a detrimental effect on our clinical care or reputation.

2.3 Therefore, the Trust will take practical measures to ensure robust arrangements are in place to organise and manage external VIP visits safely and minimise disruption.

2.4. This policy recognises that many 'approved' visits are organised as 'one-off' events so that standard safeguarding arrangements such as DBS checks might not be appropriate. However, it also covers circumstances where certain groups or individuals have long-term or ongoing relationships with the Trust, such as dedicated fundraisers or campaigners, charity patrons, or documentary film makers (see 4.7.2).

3.0 Purpose

3.1 The purpose of this policy is to ensure that risk to the safety, security and confidentiality of patients and staff arising from visits to the Trust by approved or invited visitors such as VIPs and celebrities is controlled and minimised where possible. It is not concerned with people visiting friends or family members in hospital or stakeholder visits covered by our External Visitor policy.

3.2. To set out a standard approach where official VIP and celebrity visitors to the Trust must be organised and managed in accordance with this policy.

3.3. Justification for Document

3.3.1 This policy has been drawn up in response to the Jimmy Saville inquiry and report from Robert Francis, asking NHS trusts to consider the lessons learnt and safeguard their patients from risk of abuse from celebrity or VIP visitors. The policy's implementation is owned by and subject to annual review by the LPT Patient and Carer Experience Group committee once agreed at Quality Assurance Committee.

4.0 Duties within the Organisation

4.1 The Trust Board has a legal responsibility for Trust policies and for ensuring that they are carried out effectively.

4.2. Trust Board Sub-committees and Executive Management Groups such as the Executive team have the responsibility for approving policies prior to adoption by the pertinent Board Committee which is Safeguarding Committee in this instance.

4.3 Service Directors and Heads of Service are responsible for:

ensuring that this policy is complied with in their areas/teams of responsibility.

4.4 Managers and Team leaders are responsible for:

ensuring that the observer/visitor is supervised at all times by a named member of the Trust and prior permission is gained from the communications team.

4.5 Head of Communication is responsible for:

liaising with the Chief Executive, Director of HR and Chief Nurse/Deputy Chief Executive and other colleagues as appropriate to develop and maintain the policy for managing and handling visits to the Trust by approved official visitors, and monitoring compliance with the policy. Also takes responsibility for 4.5.1 below.

4.5.1 Communications Team are responsible for:

assessing reputational risks and risks to vulnerable patients with clinical leads prior to approval of all VIP, celebrity or media visitors to the Trust, with the agreement of the Trust's Head of Communications;

holding overall responsibility for the arrangement and monitoring of all observers/ visitors to the Trust;

maintaining the Trust Register of approved VIP visitors (See Appendix 5) and ensures all media and celebrity/VIP visits are handled effectively and responsibly, keeping patient safety and information governance in mind throughout;

providing briefings to Chief Executive and lead director, and other internal and external stakeholders, as appropriate, for planned celebrity/VIP visits and their potential impact/media activity.

4.6 Staff are responsible for:

reading this policy and adhering to it at all times, following the procedures outlined below.

4.7 Procedure

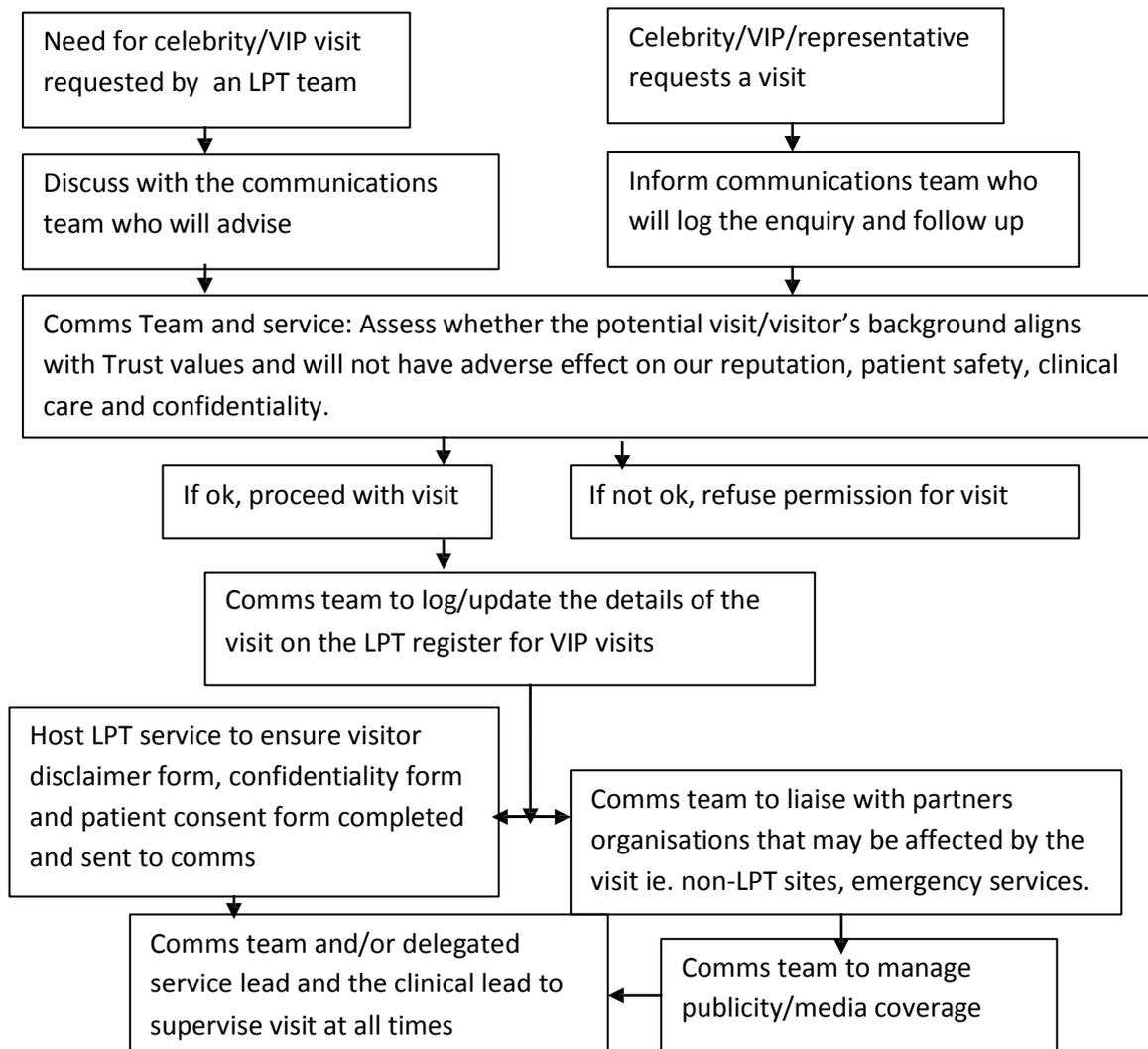
4.7.1 This policy requires that one-off or very short-term approved official (VIP, celebrity or media) visitors are always accompanied throughout their visit to the Trust, or throughout the community service visit, by a Trust member of staff.

4.7.2 Where approved official visitors who are in the Trust for extended periods of time, such as documentary film crews, or who are here on repeated occasions, such as a charity patron or celebrity linked with a particular service and they are likely to be unaccompanied, they must be appropriately DBS checked and authorised. Visitors must be accompanied by a staff member.

- 4.7.3 All visits by media, VIPs or celebrities are to be handled and managed by the communications team. Any requests for celebrity or VIP visits must be referred to and approved or organised through the communications team and follow the Media Handling Guidelines.
- 4.7.4 Visit supervision may be delegated to local service/team managers if appropriate, by the communications team. A clinical lead for the service must be present for service or patient visits, and prior consent of the patients involved must be sought (see 4.7.10).
- 4.7.5 For celebrity visits, the communications team will work with the relevant team to ensure that the proposed celebrity is appropriate and is aware of their role whilst accompanying LPT staff carrying out their duties. Filming/publicity intentions must be specified by all parties involved. (note this applies to all high profile external visitors such as MPs and ministers – covered in the LPT External Visitors Policy)
- 4.7.6 If a celebrity endorsement or visit is requested by a member of staff, this must be checked with the communications team for appropriateness and support.
- 4.7.7 The communications team will alert a member of the Executive Team and the Local Security Management Specialist to all VIP and celebrity visitors as soon as details are known or any request is made.
- 4.7.8 The communications team will alert relevant members of LPT sites or other sites where LPT staff are based and other emergency/partner services, if there is a possibility that the visitor will come into contact with their patients or colleagues (i.e. out on the road, in a community setting, acute setting, or at home etc.).
- 4.7.9 The communications team will log all celebrity and VIP visits on the LPT Register of VIP visits, and share highlights on the LPT reportable issues log.
- 4.7.10 Where an external visitor wants to attend a patient's property the signed consent of the patient must be obtained beforehand. It is the responsibility of the staff accompanying the visitor to request written consent (see Disclaimer for VIP, Celebrity and Media visitors form Appendix 3) in discussion with the communications team.
- 4.7.11 If the visit is to be at a neutral venue such as a conference centre, community centre or public place, the communications team will alert the relevant authorities and gain any necessary permission.
- 4.7.12 As soon as possible after any visit is proposed there should be a discussion between the host LPT service and the communications team to ensure that there are no infection risks, safeguarding risks, reputational risks, security and information governance risks, or any other reasons the visit should not happen.

- 4.7.13 Any VIP visitor to the Trust should not be left unaccompanied within the Trust premise, at any time, with any patient, or any patient records. If a VIP is found to be attending one of our sites without permission they should be asked immediately to cease their activity. The communications team should be notified immediately to assess the situation and liaise with them and the site.
- 4.7.14 All approved official visitors must be advised by the Communications team or by the staff member accompanying them that patients and visitors are entitled to full confidentiality. Specific written and signed consent is required from the patient (or by their parent/guardian if under 18 and carer if appropriate if capacity is an issue), before any information about them is made public. This includes photography and film offline e.g. in print or in person, or online i.e. on social media and websites. See point 5 of the Media Handling Guidelines for more – including rights of minors over parents/guardian consent.
- 4.7.15 Where there is a perceived risk for a vulnerable adult or child, according to the clinician involved in their care, then access should not be given to any celebrity, VIP or media visitors.
- 4.7.16 All approved official visitors must complete, understand and sign the Visitors Disclaimer Appendix 3 and the Confidentiality Form Appendix 4 at the time the visit is agreed. Where appropriate the ‘Permit for a member of the media to undertake filming, recording or photography on LPT property’ must be completed (Appendix 4 of the LPT Media Handling Guidelines 2013).
- 4.7.17 Staff are reminded that, as employees, they are representatives of the Trust and are expected to behave professionally in accordance with the Trust values at all times, and not bring the organisation into disrepute when overseeing or participating in any visit by a VIP, celebrity or media representative.
- 4.7.18 During VIP and celebrity visits, staff should continue in their roles as usual while supporting the management of the visit where appropriate. This includes following additional policies on consent, information and clinical governance, e-communications, and record keeping.
- 4.7.19 Any concerns raised during the visitor’s time within LPT must be reported immediately to the Safeguarding Lead, Chief Nurse/Deputy Chief Executive and Head of communications, and appropriate action taken to terminate the visit.
- 4.7.20 All incidents involving visitors must be formally reported in accordance with the Incident Reporting Policy.
- 4.7.21 All staff must act in accordance with this policy and support visits to their areas by representing the Trust properly by checking for identification / authorisation where appropriate.

5.0 Process flow chart



6.0 Training

There is no training requirement identified within this policy

7.0 Stakeholders and Consultation

Stakeholders outlined on page 2 have or will be consulted to ensure due regard and that all key teams and individuals agree with the policy.

8.0 Monitoring Compliance and Effectiveness

8.1. Compliance with this policy will be monitored by the Head of Communications – ensuring the Trust Register of VIP visitors (See Appendix 5) is regularly and accurately updated; and overseen by the Chief Executive, as the executive lead for communications.

8.2 An annual review of the Trust Register of VIP visitors will be undertaken by the Quality Assurance Committee to monitor and review the effectiveness of the policy

8.3. Where risks, deviations or failings to adhere to this policy are identified, this will be escalated to the Chief Nurse/Deputy Chief Executive and the Trust Chief Executive. An action plan will be formulated and monitoring arrangements with clear timescales drawn up and performance managed by the Safeguarding Committee and Executive Committee.

9.0 Monitoring and Audit Tool – see Appendix 2

10.0 Links to Standards/Performance Indicators

The policy and due regard screening have taken the CQC Fundamental Standards into account. If the visit includes meeting patients in our care then we would expect visitors to be met by the nurse in charge before proceeding with the visit, and be present during the visit. This allows staff to exclude unsuitable patients based on clinical presentation, suitability and so ensure compliance with the CQC Fundamental Standards of quality and safety, ensuring that our services are safe, caring, well-led, effective and responsive during VIP and celebrity visit requests.

See 8.1 and 8.3

References and Associated Documentation

This policy was drafted with reference to the following:

1. Management of external visits policy (including Confidentiality Agreement Appendix 4)
2. Media Handling Guidance April 2013
3. Trust Risk Management Strategy
4. Record Keeping and the Management of the Quality of Health Records Policy (March 2013)
5. E-Communications and social media policy
6. Mobile and internet use policy
7. Security Policy
8. Recruitment and Selection Policy
9. Volunteer Policy
10. Incident Reporting Policy
11. Safeguarding Children and Young People Policy
12. Safeguarding Adult Policy
13. LPT Values
14. Equality Act (2010)
15. Sir David Nicholson letter to all NHS organisations in light of the recent abuse allegations against Jimmy Saville DH Gateway number: 18350 13 November, 2012
16. Health and Care Professionals Council (HCPC) <http://www.hpc-uk.org/>
17. Nursing and Midwifery Council (NMC) The Code: Standards of Conduct, Performance and Ethics <http://www.nmc-uk.org/>
18. Data Protection Act (1998)
19. Disclosure and Barring Service (2014) www.GOV.UK/DBS
20. EMAS NHS Trust VIP, Celebrity and Media Visitor Access Policy (for reference)

Policy Monitoring Section

Duties outlined in this Policy will be evidenced through monitoring of the other minimum requirements

Where monitoring identifies any shortfall in compliance the group responsible for the Policy (as identified on the policy cover) shall be responsible for developing and monitoring any action plans to ensure future compliance

Minimum Requirements	Self assessment evidence	Process for Monitoring	Responsible Individual / Group	Frequency of monitoring
<p>Completion of Trust Register of VIP visitors</p> <p>Completion of all relevant forms as part of the visit.</p>	<p>Section 9</p> <p>Appendix 3,4,5</p>	<p>Where risks, deviations or failings to adhere to this policy are identified, this will be escalated to the Chief Nurse/Deputy Chief Executive and the Trust Chief Executive. An action plan will be formulated and monitoring arrangements managed PCEG.</p>	<p>Compliance with this policy will be monitored by the Head of Communications – ensuring the Trust Register of VIP visitors (See Appendix 5) is regularly and accurately updated; and overseen by the Chief Executive, as the executive lead for communications.</p> <p>Executive committee review report on an annual basis</p>	<p>An annual review of the Trust Register of VIP visitors will be undertaken by the Executive Committee to monitor and review the effectiveness of the policy</p>

Disclaimer for VIP, Celebrity and Media visitors to Leicestershire Partnership NHS Trust (LPT)

This visit to the Trust has been agreed by the LPT Head of Communications or a deputy in their absence.

I agree that I will undertake my observation/visit in accordance with the specific information and instructions that I have received eg. Permit for a member of the media to undertake filming, recording or photography on LPT property (Appendix 4 of the LPT Media Handling Guidelines 2013)

I acknowledge that I will be asked to leave if I abuse the trust empowered to me by LPT in accessing patients. For safeguarding purposes, I agree to be accompanied on my visit by an LPT staff member at all times.

I acknowledge that I am responsible for my own safety (and the safety of my possessions) when undertaking my observation/visit. In the unlikely event of an accident, or loss or damage to my personal effects, I acknowledge that LPT will not be liable for any direct or indirect loss, damage or injury arising from or as a result of negligence or imprudent behaviour on my part.

Name of Visitor: _____

Occupation: _____

DBS Provided (for visits over a longer term period): Yes/No

Emergency contact name: _____

Emergency contact details: _____

Any factors that may affect you whilst visiting?

Signature: _____

Date: _____

Supervising staff member - name and Signature: _____

Date: _____



Confidentiality Agreement for VIP, Celebrity and Media visitors to Leicestershire Partnership NHS Trust (LPT)

You will receive or have access to certain confidential information whilst visiting Leicestershire Partnership NHS Trust which is strictly confidential, such as patients' medical conditions, personal details etc, and this information must not be disclosed to any unauthorised person(s), online or offline.

Failure to observe this rule will be regarded as a breach of the terms of your visit and of Data Protection Law (GDPR (EU) 2016/679 & DPA 2018), and the Trust will then terminate your visit immediately.

For this reason, you are asked to sign below to give an understanding that you will safeguard any confidential information which you obtain during your observation shift/visit with LPT.

If you are intending to photograph or film from any of our services please also complete the media consent form (available from the communications team).

Print Name: _____

Signed: _____

Organisation represented: _____

Position Held _____

Date: _____

Register for VIP and celebrity visits

Date	Details of visitor	Details of visit request	Service and clinical lead	Comms Lead	Date of approval/refusal & Media outcome

Considering Reputational Risk

All NHS hospital trusts and their associated charities should consider the adequacy of their policies and procedures in relation to the assessment and management of the risks to their brand and reputation, including as a result of their associations with celebrities and major donors, and whether their risk registers adequately reflect this.

Checklist to consider:

- Will there be potential support requested from a celebrity, VIP or major donor in launching, supporting or raising the profile of this work? This may include a visit, endorsement, social media support (eg retweets on twitter or sharing on their own social media channels), campaign support, or other related publicity or authorised visit.
- Does the celebrity or VIP endorsement align with LPT and NHS values and vision?
- Does their reputation or brand as a celebrity or VIP, or their background/employment as a major donor, conflict with or not align with the brand or values being built by this policy, guidance, or initiative? This could also include corporate sponsors and donations in addition to private donors.
- Are there any potential risks to LPT reputation due to their prior endorsements, background or views?
- Have you considered the implications to your policy or procedure in relation to the Celebrities, VIP and media visitors' policy, the external visitors' policy, the information and record keeping policy, and the e-communications and social media policy?

If you have any doubts about any of the above, this should be clarified in consultation with the communications team.

Any potential risks should also be adequately reflected in accordance with the Risk Management Strategy, on your own local risk register, and where appropriate escalated. Appropriate provisions need to be put in place in association with the LPT communications team.

Due Regard Screening Template

Section 1	
Name of activity/proposal	VIP, Celebrity and Media Visitor Access Policy
Date Screening commenced	6 May 2015
Directorate / Service carrying out the assessment	Communications, Chief Executives Office
Name and role of person undertaking this Due Regard (Equality Analysis)	Kamy Basra, Interim Head of Communications
Give an overview of the aims, objectives and purpose of the proposal:	
<p>AIMS: The purpose of this policy is to ensure that risk to the safety and security of patients and staff arising from visits to the Trust by approved or invited visitors such as VIPs and celebrities is controlled and minimised where possible. The policy has been drawn up in response to the Jimmy Saville enquiry and report from Francis, asking NHS trusts to consider the lessons learnt and safeguard their patients from risk of abuse from celebrity or VIP visitors.</p>	
<p>OBJECTIVES:</p> <ul style="list-style-type: none"> • The policy requires that one-off or very short-term approved official visitors are always accompanied throughout their visit to the Trust as there is a possibility of contact with vulnerable patients/visitors. • Consent for the visit, especially if media are involved, must be received in writing from the patients that are going to be involved in the visit, using the appropriate media forms. • Where approved official visitors who are in the Trust for extended periods of time, such as documentary film crews, or who are here on repeated occasions, such as a charity patron or celebrity linked with a particular service, must be appropriately checked and authorised, and accompanied by a staff member. • All visits by media, VIPs or celebrities are to be handled and managed by the LPT Communications team because of the high profile they can attract. Any requests for celebrity or VIP visits must be referred to and approved by or organised by the Communications team. Visit supervision may be delegated to divisional/local clinical teams if appropriate, alongside the clinical lead for the service (user) in question. • If a VIP or celebrity attends the Trust without any prior notice then the communications team must be notified immediately. The visitor should be held in reception until a member 	

of the Communications Team, or other LPT employee delegated by the team, arrives to assess reputational and patient risk with the clinical team in question.

- All visits covered by this policy must be logged in the LPT Register of VIP Visits by the communications team following point 1.4/1.5.
- VIPs, celebrities or media are not to be granted access to patient records; staff must comply with the Record Keeping and the Management of the Quality of Health Records Policy.
- Where an external visitor wants to attend a patient's property the signed consent of the patient must be obtained beforehand. It is the responsibility of the staff accompanying the visitor to request consent using the media consent form (available from the communications team).

Section 2

Protected Characteristic	If the proposal/s have a positive or negative impact please give brief details
Age	<p>This would not be a factor as the policy protects vulnerable people irrespective of their age or personal circumstances. Their welfare and vulnerability would be reduced due to the implementation of the policy ie. It will be a supervised visit by a member of staff that has been through the policy steps.</p> <p>Staff will have the awareness of the policy and forms to complete to ensure that patients are protected. Permissions will be gained by the patient's family and they will be fully communicated with regarding our policy.</p> <p>At no point will a patient be left unsupported by their clinical lead.</p>
Disability	
Gender reassignment	
Marriage & Civil Partnership	
Pregnancy & Maternity	
Race	
Religion and Belief	
Sex	
Sexual Orientation	
Other equality groups?	

Section 3

Does this activity propose major changes in terms of scale or significance for LPT? For example, is there a clear indication that, although the proposal is minor it is likely to have a major affect for people from an equality group/s? Please tick appropriate box below.

Yes		No	
High risk: Complete a full EIA starting click here to proceed to Part B		Low risk: Go to Section 4.	X
Section 4			
If this proposal is low risk please give evidence or justification for how you reached this decision:			
The policy guidance ensures all risks to staff or service users, irrespective of their protected characteristics, are minimised. Where concerns or risks are identified then appropriate support is available. The Trust will always err on the side of caution bearing in mind the recommendations of the Francis Report as the safety of patients is of the utmost importance. Appropriate guidance and support will be provided to staff to execute the policy safely.			
Signed by reviewer/assessor	Vyv Wilkins	Date	24 August 2015
<i>Sign off that this proposal is low risk and does not require a full Equality Analysis</i>			
Head of Service Signed	Kamy Basra	Date	24 August 2015