

RCPsych Annual General Meeting 1 July 2020

Report of the Registrar



My work as Registrar covers Policy, Strategic Communications and Member relations.

The department comprises four teams:

- **External Affairs** who oversee media and public affairs
- **Policy and Campaigns** who are responsible for producing College Reports & Position Statements, managing our responses to consultations, and taking the lead on developing policy and campaigning for change
- **Digital and Public Information** who look after the website and all our other digital and social media
- **Publishing** who are responsible for the College's journals

Digital

During the pandemic, the Digital team has played a huge role in communicating the College's messages, and providing vital information to members, patients, carers and other stakeholders.

Working with Policy and campaigns colleagues and others, the team have created a rich range of information and online resources to support clinicians and these have been accessed tens of thousands of times since March.

We've also created a range of video and text-based information for patients, carers, parents and young people to support them with various challenges relating to the pandemic, from managing general anxiety to mental health medications, and promoted them across our very popular social media channels.

The team has also worked closely with teams across the College to make sure members, CCQI and NCCMH stakeholders and others can watch online events in the absence of physical events, with many thousands of people accessing our webinars.

Throughout this period, we have been keeping members up to date via a series of e-newsletters, which have seen record open rates of over 50%.

Before the pandemic, the Digital team completed several key projects which put the College in a good position to deliver vibrant, effective communications in the years to come.

We delivered

- digital brand guidelines which will help us present our web, social media and emails with a stylish and consistent look and feel, and began work to make sure our offline collateral including leaflets, exhibition stands etc are similarly on brand
- a style guide for the College which – along with our tone of voice and our user centred content guidelines – mean the content of our online communications should be consistently customer-focused and recognisable as the voice of RCPsych
- an image library so content producers at the College have a one stop shop for high quality photographs, and training to newly created 'image champions' across the organisation.

As part of the roll out of the brand guidelines we updated the look and feel of the e-newsletter, with nearly 90% of readers who completed a poll saying they preferred the new look.

The team also

- made Congress 2019 the most successful ever for RCPsych in terms of online engagement with 2,700 people sharing tweets which ended up on 115m twitter streams
- played a major role in helping the College conduct the most engaging Presidential elections campaign in its history
- provided our most comprehensive coverage ever of the RCPsych Awards, and two New Members Ceremonies, using our ever-growing social media channels as well as the Members e-newsletter
- Helped the College win awards for our perinatal mental health information released the previous year.
- Delivered a superb set of President's lectures across all four nations, providing a video recording and a live online commentary on twitter to keep members further afield up to date.

Our social media channels grew beyond the targets we set ourselves, with impressive audience growth in each case:

- Twitter grew by 16% during 2019 and now in May 2020 has 91,000 followers, the highest of any royal college
- Facebook grew by 23% to 16,000, beating the 20% target we set ourselves
- LinkedIn grew by 60% to 12k, beating the 30% target we set ourselves
- Instagram grew by 92% to 2.5k, beating the 50% target we set ourselves, and now stands at 3.2k followers.

Media and Political Influencing (Public Affairs)

This year the RCPsych launched a new online tool for members to lobby MPs and support its campaigns for better mental health services. Nearly 700 members and supporters used our system to contact their MP, lobbying for changes to the NHS Funding Bill. A cross party group of MPs and Peers supported our call to commit to financial parity for mental health spending and led to commitments from Ministers to work with them to improve how mental health spending is reported.

With Parliament having to close, much of the planned public affairs had to be put on hold for the second part of the quarter. When the emergency COVID-19 legislation was introduced we briefed Parliamentarians about the possible need for temporary changes to the Mental Health Act to be introduced but that any changes have clear safeguards so that patients' rights are protected. We also supported the APPG for Mental Health to host a special virtual session on COVID-19 and mental health, including contributions from Dr Kate Lovett and Professor Sir Simon Wessely. Despite some technical challenges it was a very successful event with over ninety people attending including around twenty Parliamentarians.

Policy and Campaigns

The **Policy and Campaigns Team** has led on a number of substantive and complex projects over the last year.

In November 2019, the College published some commissioned research on capacity in adult psychiatric inpatient services. This provided a comprehensive picture of the adverse effects of high bed occupancy, in particular the frequent and persistently high use of inappropriate out of area placements, 'waiting lists' for admission in some areas, long stays in A&E or being admitted to a general and acute hospital bed, and the unrelenting pressure on staff. In its response, the College called for a whole-service response, including: the immediate introduction of additional mental health beds in priority areas; support for providers to maximise therapeutic value of

inpatient stays and undertake local service capacity assessments; and continued investment in high quality community mental health services.

In December 2019, the College published new guidance on 'Improving mental health services in systems of integrated and accountable care: emerging lessons and priorities'. This makes recommendations for local and national health and care leaders to support prioritisation of mental health as these systems develop over their first 12-18 months. It covers the following themes: establishing and maintaining a clear purpose and role of Integrated Care Systems; engaging and collaborating during the planning process; making use of population health management, data and outcomes; using new contractual models to delivery high quality care; funding, whole population budgets and incentives; and ensuring mental health can play a leading role – leadership and governance.

Following a comprehensive scoping and research phase, in September 2019, the College published new guidance for medical schools on how they can improve students' experiences of psychiatry. This included recommendations for medical schools to: revise the undergraduate curriculum in psychiatry; organise high-quality undergraduate placements in psychiatry; develop and support a cohort of leaders within psychiatry; and develop and implement a range of enrichment activities. We also made a call for a doubling in the number of medical school places in England by 2029 to support the long-term ambitions to increase the psychiatric workforce.

I have chaired the College's expert reference group on mental health and cannabis which, following a call for evidence, published a position statement 'Cannabis-based medicinal products' in November 2019 and is continuing to review the College's position on recreational cannabis use.

Since the onset of the COVID-19 pandemic, the Team have worked rapidly with College members and external stakeholders to develop guidance covering a range of clinical specialities and settings, which is aligned with national guidance. In addition, they developed an e-learning hub and a section on international resources, examining the mental healthcare changes happening across the world. They have also worked closely with the Department of Health and Social Care on emergency provisions for the Mental Health Act to cope with the anticipated psychiatric workforce shortage, and pre-COVID-19, on plans for implementation of the Independent Review of the Mental Health Act.

While the focus on developing COVID-19 member guidance has had an impact on other work areas, the team is continuing work on its other agreed projects, including:

- Working with the Sustainability Committee to develop an overarching action plan for how the College should respond to the climate emergency, including publishing a position statement and developing a wider sustainability influencing strategy.
- Working with the National Collaborating Centre for Mental Health to develop a scope for a programme of work on historical child sexual abuse, with the aim of publishing an external facing position statement in early 2021.
- Developing detailed asks for capital funding to improve the mental health estate, that will be fed into the next comprehensive spending review and continuing to update and develop our Mental Health Watch tool.
- Developing plans for the College's new engagement network to support the central College and its divisions engaging regionally in advocating for mental health priorities, as well as providing a mechanism to gather information on how well plans are being implemented.
- Working with the Training and Workforce Team to develop a Physician Associates marketing campaign (to encourage them to work in mental health settings) and embedding the College-wide 3-year workforce strategy.

- Undertaking commissioned research on behalf of Alzheimer's Research UK, and working with the Faculty of Old Age Psychiatry, to understand the barriers to early diagnosis by psychiatrists of Alzheimer's Disease and dementia.

The Team takes a lead on our work with the Mental Health Policy Group, which has continued high level stakeholder meetings, including with the Minister for Patient Safety, Suicide Prevention and Mental Health, as well as senior representatives at NHS England/Improvement, Ministry of Justice and Health Education England. The Group also jointly published a new report ('Towards equality for mental health: developing a cross-government approach') looking at what is needed if the ambition of parity for mental health is to be achieved in England.

The Policy and Public Affairs Committee, chaired by me, and working with the Editorial Board have supported the development of College publications on: Assessment and management of adults and children in cases of fabricated or induced illness (FII) (CR 223); Role of the consultant psychiatrist in medical psychotherapy (CR224); Technology use and the mental health of children and young people (CR225); Mental health services for adults with mild intellectual disability (CR226); Detainees with substance use disorders in police custody: Guidelines for clinical management (5th edition) (CR227); Cannabis-based medicinal products (PS05/19); Loneliness and social isolation (PS06/19); The role of liaison psychiatry in integrated physical and mental healthcare (PS07/19); Services for people diagnosable with personality disorder (PS01/20); and Frailty: Ensuring the best outcomes for frail older people (PS02/20).

Devolved nations

The Senior Data Researcher has been working with RCPsych in Scotland to produce the quarterly data digest. These documents cover finance, workforce, waiting times and activity data, while also providing an overview of benchmarking and public health indicators. They have been used through the year to support colleagues in Edinburgh with evidence submissions and media work, including John Crichton's piece in the Herald on workforce. We also support RCPsych in Scotland with their engagement programme with Information Services Division, including face-to-face meetings, telephone interviews and email advice.

The team has also now begun to produce a biannual bulletin for RCPsych in Wales, with the first issue delivered in November 2018. This covers similar themes to the Scottish equivalent and will be used to underpin recommendations and commentary in an RCPsych in Wales report to inform the Welsh Government's rapid review of the national mental health strategy.

The research on funding in Trusts in February involved a UK-wide approach, with trend data in cash and real terms produced for Scotland, Wales and Northern Ireland. In each case the data illustrated that spending on mental health had not yet recovered to previous high points after adjusting for inflation.

The Digital team worked with the Devolved nations to arrange President's lectures in each country. In November they were in Cardiff to record the first President's lecture to take place there (Professor David Nutt), plus live tweeting from the lecture and a conference on the future of psychiatry. The team were also in Belfast in November 2019 to cover Lord Alderdices' Lecture at the All Ireland Conference.

Associate Registrars

Helen Crimlisk was appointed as the new Associate Registrar for Leadership and Management in September 2019. Phil Davison took on the role of interim Associate Registrar for Sustainability as Daniel Maughan had to stand down. The substantive post has been held jointly by Jacob Krzanowski and Lisa Page since April 2020. The Associate Registrars met with Adrian

James and Trudi Seneviratne on 04 June to review their work in 2020 so far. This also provided an induction for Trudi to her new post.

Notable Events I have attended on behalf of the College

Liberal Democrats Party Conference- 15 & 16th September
 Gender Services Discussion- 09 October at Tavistock Clinic
 Medical Directors and Trust CEOs Engagement Event- 10 October at the College
 British Pakistani Psychiatrists Association Annual Conference- 09 & 10th
 BMA Foundation Awards Ceremony- 12 November at BMA House
 HEE Yorkshire and Humber School of Psychiatry Conference- 15 November in Leeds
 RCPCH Annual President's Dinner- 27 November
 Meeting with Hundred Families Charity- 04 December
 Visit to Trust Innovation at Hopewood Park Hospital- 06 December
 Medical Staff Committee NTW NHS Trust Meeting- 06 December in Newcastle
 Equally Well UK Meeting- 18 December
 Personality Disorder report Launch- 09 January at the College
 Birmingham Academic Meeting- 29 January
 Meeting with Kevin Cleary and MHPG CEOs- 30 January at the Quality Care Commission
 RCPsych/HEE dinner- Professor Wendy Reid- 06 February at the College
 Association of University Teachers of Psychiatry Annual Conference & AGM - 14 February in Birmingham
 Mental Health Network Pre-Conference Dinner- 04 March
 Cannabis Report Launch- 05 March
 South West Clinical Network: Culture Change in Mental Health- 10 March in Exeter
 Rapid Expert Advisory Group - Continued care for shielded individuals (NHS England and Improvement) – 24 April onwards
 Green Walking Event- 20 May Zoom meeting
 A new path to COP26: your role in shaping a successful climate summit webinar (Energy & Climate Intelligence Unit) – 29 May Zoom meeting
 RCGP webinar about the psychological consequences of the COVID19 crisis – 18 June

Demitting Chairs and Vice-Chairs

Anne Lingford-Hughes	Academic Faculty	Chair
Konstantinos Agathokleous	Addictions Faculty	Finance Officer
Pamela Taylor	Forensic Faculty	Chair
Amanda Taylor	Forensic Faculty	Vice-Chair
Eileen Joyce	Neuropsychiatry Faculty	Chair
Amanda Thompsell	Old Age Faculty	Chair
Olubenga Akande	Old Age Faculty	Vice-Chair
Trudi Seneviratne	Perinatal	Chair
Giles Berrisford	Perinatal	Vice-Chair
Gerry Lynch	RCPsych in Northern Ireland	Chair
Stephen Moore	RCPsych in Northern Ireland	Finance Officer
Keith Lloyd	RCPsych in Wales	Chair
Kannan Suresh Babu	Northern & Yorkshire Division	Chair
Paul Walker	Northern & Yorkshire Division	Vice-Chair
Manoj Agarwal	North West Division	Vice-Chair
Richard Laugharne	South West Division	Chair
Alexandra Lewis	Adolescent Forensic SIG	Interim Chair

Alan Currie	Sport and Exercise SIG	Chair
Allan Johnston	Sport and Exercise SIG	Finance Officer
Jeyabala Balakrishna	Occupational Psychiatry SIG	Finance Officer
Tom Carnwath	Private and Independent Practice SIG	Finance Officer
Mandip Jheeta	Volunteering and International Psychiatry SIG	Finance Officer
Ruby Osorio	Woman and Mental Health SIG	Finance Officer

I thank them all for all they have done for the College and for patients.

New Chairs and Vice-Chairs

Hugo Critchley	Academic Faculty	Chair
Louise Sell	Addictions Faculty	Finance Officer
Josanne Holloway	Forensic Faculty	Chair
Jeremy Kenney-Herbert	Forensic Faculty	Vice Chair
Michael Dilley	Neuropsychiatry Faculty	Chair
Mani Santhana Krishnan	Old Age Faculty	Chair
Josie Jenkinson	Old Age Faculty	Vice-Chair
Joanne Black	Perinatal	Chair
Cressida Nodiyal	Perinatal	Vice-Chair
William Richard Wilson	RCPsych in Northern Ireland	Chair
Elizabeth Dawson	RCPsych in Northern Ireland	Finance Officer
Sunil Nodiyal	Northern & Yorkshire Division	Vice-Chair
Nishanth Babu Mathew	North West Division	Vice-Chair
Maria Atkins	RCPsych in Wales	Chair
Paul Walker	Northern & Yorkshire Division	Chair
Gill Bell	Adolescent Forensic SIG	Chair
Mark Tarn	Occupational Psychiatry SIG	Finance Officer
Jonathan Hellewell	Private and Independent Practice SIG	Finance Officer
Amit Mistry	Sport and Exercise SIG	Chair
Carolyn Nahman	Sport and Exercise SIG	Finance Officer
Jane MOUNTY	Volunteering and International Psychiatry SIG	Finance Officer
Philippa Greenfield	Woman and Mental Health SIG	Finance Officer

I welcome them all to their posts and offer every support from me and the College generally.

Regional Advisers

I have continued to chair the Regional Advisers and Deputy Regional Advisers meetings. We have worked together to refine recommendations around job descriptions and be firmer and clearer about the support Consultants and SAS doctors require, including office space. Sometimes this has involved my contacting Medical Directors themselves. The overwhelming

majority of Trust posts do go through the approval process and is welcomed as a quality mark by Trusts.

We have enacted and promoted SAS Doctors being more involved in the development, approval and appointment to SAS posts.

Media Work

I have undertaken regular and frequent media work. The highlights have included live National BBC news, Channel 4 news, Sky News, and mentions in several national and local papers.

Dr Adrian James, Registrar

10 June 2020