Wessex
SECURE DATA
ENVIRONMENT

Part of the
NHS Research Secure Data
Environment Network

NHS

Communications & PPIE Implementation Plan 2025-26

Quarter: Q2 (July–September 2025)
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1. Introduction and Purpose

This plan sets out the Wessex Secure Data Environment's (SDE) communications and public and patient involvement and engagement (PPIE) priorities for Q2 2025–26. It implements the strategy agreed for the year and focuses on operational delivery.

The plan covers all public-facing activity that supports the SDE's social licence — ensuring transparency, enabling meaningful involvement, and demonstrating public benefit. It excludes internal, network, and infrastructure communications, which are managed under separate operational plans.

Progress against the Q1 plan has been strong, with transparency, governance, and inclusion mechanisms now embedded. This quarter focuses on delivery — completing outstanding training and toolkit development, implementing digital transparency tools, and strengthening public visibility through events and proactive storytelling.

2. Progress against Q1 implementation plan

Q1 progress was strong across all six workstreams. The SDE delivered visible outputs on transparency, governance and public influence, with clear frameworks now in place for seldom-heard engagement, advocacy development and researcher outreach. Activities outstanding (DCF training and Researcher Toolkit prototype) are advancing on schedule for completion in Q2.

Workstream	Planned Q1 Activity	Progress / Outcome	Status
Governance & assurance	Implement Transparency Policy and maintain Data Use Register	Routine transparency updates delivered, including regular maintenance of the data use register. A new Data Capabilities Register has been scoped.	Complete

		Establish DCF working group structure	Full DCF working group model co-designed and approved, with Board and DAC representatives, and other roles to embed lay input across governance and operations.	Complete
		Public impact reportin: Publish public-facing reports of PPIE work	Three PPIE reports published (Wessex Public Panel on NHS Data, DCF Policy Review, Seldom-Heard Groups Engagment Report) showing public recommendations for SDE governance and operations; in effect, the parameters of the SDE's social licence. Recommendations reported to the Wessex SDE Board.	Complete
Public Engagement and Inclusion		Seldom-Heard Group Engagement: Next stage of community dialogue	Partnership with Bournemouth University's PIER team confirmed. Programme scope agreed for delivery Dec 2025 – Feb 2026, using appreciative inquiry to explore trust and benefit and to 'close the loop' with previous participants.	Complete
		DCF advocacy and public voices: Training	Commissioned training package inc. training needs assessment, presentation and media training. Full training offer to be delivered in Q2.	In progress
		SDE PPIE Insights Reports	Two insight reports produced and shared with DCF members and NHSE Network colleagues, setting out public expectations for SDE-to-SDE data sharing and organisation and user validation.	Complete

Researcher Engagement and Partnership Development	Researcher Toolkit – Health Innovation Wessex Pack.	Bespoke communications pack developed for Health Innovation Wessex to support their outreach and help 'sell in' the SDE offer to partner programmes and research projects.	Complete
Channels and Content	Website refresh	Full website redesign scoped and approved, with a focus on improving researcher and public engagement and transparency. Content creation and migration under way; DCR build aligned with national standards and accessibility requirements.	In progress
Risk and Issues Readiness	Crisis & Issues Plan	Draft framework completed and shared with UHS for review; roles, lines of approval and escalation routes defined. Fcous on aligning with existing UHS and partner protocols.	In progress
	Update communications risk register	SMART risk set developed to replace generic social-licence risk; recommendations with UHS for integration into programme risk register.	Complete

3. Q2 implementation plan

Q2 delivery focuses on execution of activities scoped in Q1 and public and researcher visibility of these activities: seldom-heard engagement in the field, full website launch, media activation, and DCF training completion. Governance maturity deepens through the new convergence co-design workstream, while transparency and operational alignment remain consistent with NHS standards.

Workstream	Quarterly Activities	Outputs / Products	Dependencies
Governance & assurance	Digital Critical Friends Working Groups – embed new structure,	Updated membership records; active working groups contributing	Head of Operations for scheduling and enabling.

	support DAC participation, rotate membership.	to policy and advocacy.	
	Transparency Policy Implementation – maintain compliance and publication rhythm.	Quarterly transparency update published; Data Use and Capabilities Registers refreshed and validated.	Input from SDE Operations and Wessex DAC
	SDE Convergence Co-Design – coordinate joint Southern Consortium approach.	Agreed programme of co-designed PPIE activity to support convergence bid delivery, potentially covering public attitudes to DAC alignment and social licence.	Engagement with SoCo SDEs, NHSE Network, and SDE Operations.
Public engagement & inclusion	Seldom-Heard Engagement (Phase 3) – fieldwork with 12 groups via PIER Partnership.	Focus groups delivered; feedback recorded for analysis and integration into future governance updates.	PIER Partnership delivery schedule; community partner coordination; Ops reporting alignment.
	DCF & Advocate Training Programme – deliver tailored training for DCFs and DAC members.	Completed training day; evaluation summary and updated advocacy plan.	DCF availability.
	Patient Notification Materials Pack – refresh and prepare for dissemination.	Updated pack in Easy Read and priority languages; ready for internal approval.	SDE Operations approval; NHS Trust and ICB GP engagement teams.
Researcher engagement & partnership development	Researcher Toolkit – Health Innovation Wessex Pack follow-up – expand into full toolkit structure.	Prototype toolkit drafted and tested with pilot users to inform final design.	Input from HIN Wessex, R&D teams, and SDE Operations.

	Researcher Engagement Events Programme – coordinate and support participation in research and stakeholder events.	Updated calendar; at least two events delivered and evaluated for reach and impact.	NHSE and NIHR system partner collaboration.
Channels & content	Website Refresh & UX Review – complete implementation and DCR integration.	Refreshed, accessible website live with integrated Data Capabilities Register.	Website developer support and SDE Operations approvals.
	PPIE Impact Webpage Development	Live webpage with case studies and "You Said, We Did" examples.	Input from DCF and PIER outputs; web development support.
	Annual Report Preparation – define scope, validate with DCF, begin content collection.	Approved report outline; content and data gathering under way.	DCF consultation; SDE Operations sign-off.
Risk & issues readiness	Crisis & Issues Management Plan – finalise and implement framework.	Approved plan tested and logged with SDE Ops and UHS comms.	Review by UHS; integration with Ops escalation routes.

4. Dependencies and Resources

Delivery of this quarter's activities relies on coordinated input from:

A. **DCF participation** – Ongoing support from the Digital Critical Friends group for co-designed activity programme and advocacy work

B. **Head of Operations and Wessex DAC Secretariat** – for governance alignment, approvals, and operational updates.

C. **PIER Partnership** – for delivery of Phase 3 seldom-heard group engagement.

D. **Website Development and Design Support** – for UX implementation and content migration.
SoCo and NHS England collaboration – to support SDE convergence bid implementation

5. Forward Look (Q3: October–December 2025)

Q3 will consolidate the progress made in transparency, inclusion, and communication, moving from implementation to visible public impact.
Planned priorities include:

- **Continued fieldwork and interim analysis for Seldom-Heard Engagement (Phase 3)** – completing the remaining focus groups and preparing a mid-point report summarising emerging themes and implications for SDE governance.

- **Approval and publication of the new Patient Notification Pack** – final sign-off through SDE Operations and partner NHS Trusts, with dissemination planning for Q4 rollout.

- **Development of the Annual Equalities Impact Assessment (EqIA)** – establish framework, metrics, and data-collection plan to evidence progress on inclusion and fair participation across all engagement strands.

- **Ongoing participation in the Southern Consortium SDE Convergence Programme** – contribute to co-designed public-engagement workstreams supporting alignment on governance, Data Access Committees, and shared social-licence principles.

- **Researcher Toolkit** – begin scoping and co-design of a joint researcher–public participant toolkit to make initiating research within the SDE clearer and more efficient; test early prototypes with researcher and DCF input.

- **Positive News Stories and Impact Case Studies** – maintain a quarterly media rhythm by producing and publishing at least two new stories (e.g. driver-project outcomes or early research impact), demonstrating public benefit and reinforcing the SDE's role in enabling trusted, data-driven health research.

6. Reporting and assurance

Progress will be monitored through the **Quarterly PPIE Impact Report**, which provides the formal record of performance against the SDE's communications and engagement objectives.