

OP 105

# VIP/Celebrity Visitors to the Trust

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## Appendices

[Appendix 1](#) - Agreement Form for a VIP Visit

## 1.0 Policy Statement (Purpose / Objectives of the policy)

### Policy Statement

The purpose of this policy is to ensure that risks to the safety, security and confidentiality of patients and staff arising from visits to RWT by approved or invited visitors such as Very Important People (VIPs) and celebrities (including media & fundraising personalities) not Disclosure and Barring Service (DBS) checked by RWT, are controlled, and reduced wherever possible.

It is not concerned with celebrities/VIPs visiting people in a private capacity as a friend or family member. These visits will be treated and managed like all other situations unless there are specific security requirements identified.

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

This document explains the procedure that must be followed when a VIP or celebrity visits the Trust service or premises. All visits to the Trust by approved visitors must be organised and managed in accordance with this policy.

In adhering to this Policy, all applicable aspects of the Conflicts of Interest Policy must be considered and addressed. In the case of any inconsistency, the Conflict of Interest Policy is to be considered the primary and overriding Policy.

## 2.0 Definitions

### Approved visitor

Individual 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.

### Celebrity

Famous/High profile figures 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., newspaper or television. This category will also include associated technical or creative people such as camera/sound crew, or photographers.

**Safeguarding:** Safeguarding is a continuum of activity ranging from promoting well-being, prevention and protecting from harm.

### Very Important Person (VIP):

Key stakeholders including Ministers of State, Members of the House of Commons

and House of Lords, Members of Parliament or elected representatives, overseas dignitaries, and members of the Royal Family.

### **Volunteer fundraisers and donors**

People who are working in the Trust on a paid or voluntary basis to support the Trust's charity or associated charities, making a donation in money or kind or enquiring about doing so.

## **3.0 Accountabilities**

### **3.1 Chief Executive**

The Chief Executive has accountability for ensuring the provision of high quality, safe and effective services within the Trust.

### **3.2 Chairman**

The Chairman has joint accountability with the Chief Executive for protecting the reputation of the Trust and its services.

### **3.3 Director of Nursing**

The Director of Nursing is the Lead Executive for Safeguarding and is the Trust representative for Wolverhampton Safeguarding Partnership. They have the responsibility to ensure that health services and health care workers contribute to the multi-agency working arrangements in order to safeguard and promote the welfare of children of vulnerable adults.

### **3.4 Head of Safeguarding**

The Head of Safeguarding will advise on the implications of any interactions and or behaviours by VIP or celebrity visitors, which have given rise to a cause of concern.

### **3.5 Senior Managers / Divisional Managers**

All senior / divisional managers have a delegated responsibility for ensuring that this procedure is known to all staff and that its requirements are followed by all staff within their directorate/division/department.

### **3.6 Communications Officers**

The communication officers will maintain a database of visitors, the schedules including timings and tour routes and will ensure that the visits are communicated to all relevant parties.

### **3.7 All Staff**

All staff are responsible for adherence to this procedure and raising concerns if they believe this policy has not been followed to a suitable member of staff.

## 4.0 Policy Detail

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 RWT services, enhancing patients' experience and motivating staff. They can also be linked to RWT's charitable work. Positive media coverage is also important in building the Trust's profile and maintaining public confidence in the Trust.

The Trust aims to support and accommodate such visits wherever possible; however, there is an overarching responsibility to maintain the safety, privacy, security and dignity of patients, families, and staff. It is recognised that such visits should not have a detrimental effect on clinical care provided.

Therefore, the Trust will take practical measures to ensure robust arrangements are in place to organise and manage external VIP and celebrity visits safely and minimise disruption (The Lampard Enquiry 2015).

### 4.1 VIP / Celebrity Visits Procedure

#### Getting agreement for a VIP/celebrity visit

- Before inviting or accepting a VIP/celebrity to visit the Trust, staff must first approach their departmental manager who will discuss the suggestion with the relevant divisional management team / corporate management team. A VIP Visit Agreement Form ([appendix 1](#)) must be completed and discussions undertaken with the Trust Communications Team to ensure that the visit is appropriate.
- As soon as possible after any visit is proposed, there should be a discussion between the directorate manager and 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. Where such issues are identified the Head of Communications must raise them with the relevant Director.
- The Communications Team will maintain a database of such visits, visitors and the tour / areas attended by the VIP /celebrity visitor.
- If there is sufficient time before the planned visit the Trust should request that the visitor complete a DBS check. However, the visitor should not be left alone whilst on RWT premises.

### 4.2 Planning a VIP/celebrity visit

Once a visit has been agreed, the visit host (i.e., divisional team/ directorate/departmental team) will liaise with the Trust Communications Team to arrange the visit. This will include:

- Drafting a programme for the visit, including timings and tour routes (if appropriate).

- Conducting a risk assessment to identify and mitigate any possible issues around privacy, dignity, safeguarding and confidentiality, to ensure that the VIP/celebrity visit does not in any way compromise patient care, unduly inconvenience staff or patients, or breach patient confidentiality.
- Informing relevant RWT colleagues of the visit including the security team and car parking.
- Arranging how the VIP/celebrity visitor will be welcomed and accompanied at all times whilst on Trust premises, and by whom.
- Working with other organisations regarding the visit arrangements, such as the ministerial visits office.
- Informing other organisations as appropriate (e.g., ICBs and Local Authorities).
- Agree hospitality arrangements.
- Advising on an appropriate invitation list.
- Identifying service users to be involved in the visit and gaining specific written and signed consent where appropriate 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 shared with the VIP or celebrity, for publicity or otherwise.
- Arranging photographs and media activity (if appropriate).
- Agreeing press statements internally and with external bodies e.g., Royal Colleges before publication.
- Prior to the visit the VIP or celebrity visitor must advise the Communications Team of any infectious conditions that they have been in contact with. If the Trust is notified of any infectious condition, then the visit will be cancelled or postponed. All VIP or celebrity visitors will be advised in advance by the Communications Team and during the visit by local clinical staff to make use of hand sanitisers and/or washing of hands.

### 4.3 During a VIP or Celebrity Visit

- The VIP or celebrity must be accompanied at all times by their identified chaperone and must never have unsupervised access to patients or patient areas. Consent will be gained by each person as to whether they wish to meet the VIP.
- The agreed programme must be adhered to as closely as possible (for certain VIP or celebrity visitor's this will be essential for security reasons).
- When entering a patient area, the VIP or celebrity visitor must adhere to the infection prevention procedures appropriate to that area, which will include hand washing and 'bare below the elbow'.
- Consent must be gained from patients, parents, and staff before taking photographs, using the Trust photograph consent form (CP18 Consent to Medical Photography). This will be provided by the Trust Communications Team. The consent process will include an explanation of how and where the photographs will be used. Individuals have the right to not consent. This should be managed by a member of the Trust Communications Team who will accompany the media at all times while on Trust premises. Only a

member of the Trust Communications Team or an identified Trust spokesperson who has been briefed in advance will speak with any attending media.

- 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.
- 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
- 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.
- Any adverse events must be reported immediately to the host and a Datix incident form completed.
- Any interactions or behaviours which give rise to uncertainty or concern regarding safeguarding issues must be raised with the Head of Safeguarding.
- The Communications Team and Director on call should be notified immediately if a VIP/celebrity attends the Trust without prior notification. The visitor should be accommodated in the reception areas or at the ward nursing station until clear instructions (including chaperoning intentions) have been given by the Communications Team or by the Director on call.
- Prior to all approved visits the VIP/celebrity will be informed by the Communication Team of the appropriate confidentiality and consent requirements for patients, staff and themselves and will be expected to abide by them during and after the visit.

#### **4.4 Following a Celebrity/VIP visit**

- The Communications Team will send out a press release (if appropriate) and monitor the media for any coverage of the visit.
- The visit host will draft a letter of thanks to the VIP/celebrity for their visit. This will be shared with the relevant director (and the Chief Executive and Chair if appropriate) and the Communications Team before being sent.
- The Communications Team will hold a debrief with the visit host to identify what went well and what could be improved on, for future visits.
- Any interactions or behaviours which give rise to uncertainty or concern regarding safeguarding issues must be raised with the Head of Safeguarding and appropriate action taken to terminate the visit and follow up with any reporting requirements and/or statutory safeguarding notifications.
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## 4.5 Implementation Process

- Staff will be made aware of this procedure via the Senior Manager Briefing.
- All senior managers/department heads /team leaders need to ensure new policies and procedures are placed on team meeting agendas for discussion. There is an expectation that the team leader will develop local systems to ensure their staff are instructed to read all relevant policies and to identify any outstanding training deficits.

## 5.0 Financial Risk Assessment

1	Does the implementation of this policy require any additional Capital resources	No
2	Does the implementation revenue resources of this policy require additional revenue resources	No
3	Does the implementation of this policy require additional manpower	No
4	Does the implementation of this policy release any manpower costs through a change in practice	No
5	Are there additional staff training costs associated with implementing this policy which cannot be delivered through current training programmes or allocated training times for staff	No
	Other comments	

## 6.0 Equality Impact Assessment

An equality analysis has been carried out and it indicates that:

Tick	Options
	A. There is no impact in relation to Personal Protected Characteristics as defined by the Equality Act 2010.
X	B. There is some likely impact as identified in the equality analysis. Examples of issues identified, and the proposed actions include: <ul style="list-style-type: none"> <li>• Please see attached Equality Impact Assessment for details.</li> </ul>

## 7.0 Maintenance

Adherence to this procedure will be monitored by the communications team through a de-brief following each VIP visit and via regular updates of the Trust database of visits.

## 8.0 Communication and Training

This will be included in the Senior Manager Briefing and raised at respective directorate/divisional meetings.

## 9.0 Audit Process

Criterion	Lead	Monitoring method	Frequency	Committee
Review following each VIP or celebrity visit.	Head of Communications	Feedback to the Head of Safeguarding regarding compliance and concerns.	Following each VIP or celebrity visit.	Trust Safeguarding Group

## 10.0 References

[HR10 Managing Allegations of Behaviour Indicating Unsuitability to Work with Children and Adults with Needs for Care and Support.](#)

[CP12 Care of People with Learning Disabilities.](#)

[CP18 Consent to medical photography.](#)

[CP 53 Safeguarding Adults at risk Policy.](#)

[OP68 Volunteer Policy.](#)

[CP 41 Safeguarding Children.](#)

[OP108 Domestic Abuse Policy.](#)

[The Royal Wolverhampton NHS Trust Charity Fundraising Strategy 2019-2022](#)

[Royal Wolverhampton Hospital Trust Strategy 2021-2022.](#)

[Department for Education \(2015\) What to do if you are worried a child is being abused: advice for practitioners. London: Department for Education.](#)

[Department for Education \(DfE\) \(2018a\) Working Together to Safeguard Children: A guide to interagency working to safeguard and promote the welfare of children. London: Crown Copyright.](#)



[Department for Education \(DfE\) \(2018b\) Information Sharing: Advice for practitioners providing safeguarding services to children, young people, parents, and carers. London: Crown Copyright.](#)

[NHS England \(2015\) Joint statement in response to the Jimmy Savile Investigation.](#)

[Wolverhampton Safeguarding Children and Adults Policies \(WST\).](#)

## Part A - Document Control

To be completed when submitted to the appropriate committee for consideration/approval

<b>Policy number and Policy version:</b>  OP 105	<b>Policy Title:</b>  VIP/Celebrity Visitors to the Trust	<b>Status:</b>  Final		<b>Author: Helena Dempsey, Named Nurse for Safeguarding Adults</b>  <b>Director Sponsor: Director of Communications and Stakeholder Engagement</b>
<b>Version / Amendment History</b>	<b>Version</b>	<b>Date</b>	<b>Author</b>	<b>Reason</b>
	1	April 2015	Director of Planning and Contracting	New Policy Requirement in Light of Lampard Report 2015
	2	April 2019	Head of Safeguarding	Policy Review
	2.1	Feb 2022	Head of Safeguarding	Extension applied
	2.2	June 2022	Head of Safeguarding	Extension applied
	3.0	September 2022	Named Nurse for Safeguarding Adults	Policy Review
<b>Intended Recipients:</b> This policy applied to all staff members who are directly employed by The Royal Wolverhampton Trust.				
<b>Consultation Group / Role Titles and Date:</b> Finance & Communications Team departments, Senior Managers, Service Leads, Trust Safeguarding Group (TSG).				
<b>Name and date of Trust level group where reviewed</b>		Trust Safeguarding Group (TSG) Trust Policy group – September 2022		
<b>Name and date of final approval committee</b>		Trust Management Committee – September 2022		
<b>Date of Policy issue</b>		October 2022		

<b>Review Date and Frequency</b> (standard review frequency is 3 yearly unless otherwise indicated – see section 3.8.1 of Attachment 1)	September 2025 (3 yearly review)
<b>Training and Dissemination:</b>  This policy will be disseminated via Trust Safeguarding Group (TSG) and a Trust wide bulletin sent out in the Trust Brief.  This policy will be accessible to all RWT via the RWT Intranet.	
<b>Publishing Requirements: Can this document be published on the Trust's public page:</b>  Yes	
<b>To be read in conjunction with:</b>  <a href="#">HR10 Managing Allegations of Behaviour Indicating Unsuitability to Work with Children and Adults with Needs for Care and Support.</a>  <a href="#">CP12 Care of People with Learning Disabilities.</a>  <a href="#">CP18 Consent to medical photography.</a>  <a href="#">CP 53 Safeguarding Adults at risk Policy.</a>  <a href="#">OP68 Volunteer Policy.</a>  <a href="#">CP 41 Safeguarding Children.</a>  <a href="#">OP108 Domestic Abuse Policy.</a>	
<b>Initial Equality Impact Assessment (all policies):</b> Completed <b>Full Equality Impact assessment (as required):</b> Completed	
<b>Monitoring arrangements and Committee</b>	Trust Safeguarding Committee (TSG)
<b>Document summary/key issues covered.</b>  The purpose of this policy is to ensure that there is a robust process in place to minimise the risk to the safety and security of patients or staff, on occasions when either a VIP or celebrity visits the Trust premises.  This policy reflects the issues outlined in the Lampard Report (2015).	
<b>Key words for intranet searching purposes</b>	
<b>High Risk Policy?</b> <b>Definition:</b> <ul style="list-style-type: none"> <li>Contains information in the public domain</li> </ul>	No

<p>that may present additional risk to the public e.g., contains detailed images of means of strangulation.</p> <ul style="list-style-type: none"> <li>• References to individually identifiable cases.</li> <li>• References to commercially sensitive or confidential systems.</li> </ul> <p>If a policy is considered to be high risk it will be the responsibility of the author and chief officer sponsor to ensure it is redacted to the requestee.</p>	
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## IMPLEMENTATION PLAN

To be completed when submitted to the appropriate committee for consideration/approval

Policy number and policy version	OP 105 VIP/Celebrity Visitors to the Trust	
Reviewing Group		Date reviewed:
Implementation lead: Helena Dempsey, Named Nurse for Safeguarding Adults		
Implementation Issue to be considered (add additional issues where necessary)	Action Summary	Action lead / s (Timescale for completion)
Strategy; <b>Consider</b> (if appropriate) <ol style="list-style-type: none"> <li>1. Development of a pocket guide of strategy aims for staff</li> <li>2. Include responsibilities of staff in relation to strategy in pocket guide.</li> </ol>	Share with Trust Safeguarding Group (TSG) Members.  To update RWT staff of the availability of the policy via the Trust Brief.	Helena Dempsey  December 2022
Training; Consider <ol style="list-style-type: none"> <li>1. Mandatory training approval process</li> <li>2. Completion of mandatory training form</li> </ol>	No training required.	
Development of Forms, leaflets etc; Consider <ol style="list-style-type: none"> <li>1. Any forms developed for use and retention within the clinical record <b>MUST</b> be approved by Health Records Group prior to roll out.</li> <li>2. Type, quantity required, where they will be kept / accessed/stored when completed</li> </ol>	No form development is required.	
Strategy / Policy / Procedure communication; Consider <ol style="list-style-type: none"> <li>1. Key communication messages from the policy / procedure, who to and how?</li> </ol>	This policy ensures that there is a robust process in place to minimise the risk to the safety and security of RWT patients and/or staff on occasions	

	when either a VIP or celebrity visits Trust premises.	
Financial cost implementation Consider Business case development	No financial costs.	
<b>Other specific Policy issues / actions as required e.g., Risks of failure to implement, gaps or barriers to implementation</b>		

OP105 Appendix 1

Date of visit	Name of VIP Visitor	Reason for visit (Official visit, inpatient, out patient, visit family/friend etc)	Area/s the visit taking place	Name & designation of chaperone