



Public Affairs Round Up

June-July 2023

Introduction

Throughout June and July, we have increased BHTA's public affairs and parliamentary profile while developing new strategies: on the one hand, providing a series of written briefings and information packs to MPs and Peers ahead of relevant debates and question sessions, on the other, building the foundations of a new campaign around defibrillators and VAT. We have secured a number of new meetings and constituency visits, debate interventions and responded to upcoming MHRA changes and other key policy issues on behalf of members.

Parliamentary

- secured and held meetings with **Mark Eastwood MP** (Conservative, Dewsbury); **Lord Hunt of Kings Heath** (Labour); **Caroline Dinenage MP** (Conservative, Gosport) and former Health Secretary **Lord Lansley** (Conservative). Provided briefings and co-ordinated follow up materials, including policy briefs, letter drafts and suggested parliamentary questions.
- prepared briefing and corresponding 'write2mp' letter on changing MHRA regulations ahead of Statutory Instrument debates in the House of Commons and Lords. Delivered to relevant MPs and Peers, securing supportive intervention from **Baroness Wheeler** (Labour). Shared debate summaries with BHTA team and co-ordinated follow up questions with SNP Spokesperson **Martyn Day MP**.
- renewed BHTA constituency mapping for MP member visits, securing meetings with **Sally-Ann Hart MP** (Conservative, Hastings); **Mike Wood MP** (Conservative, Dudley) and **Lilian Greenwood MP** (Labour, Nottingham South).
- secured parliamentary sponsor and room booking for BHTA Parliamentary Reception & Manifesto Launch and sponsor for defibrillators 'drop-in' event.



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- prepared and disseminated further written briefings on **NHS & Innovation, Bladder and Bowel Continence Care** and **Podiatry Workforce** ahead of parliamentary debates. Secured supportive intervention from **Karin Smyth MP** (Labour, Bristol South) on continence care training and provided written summaries following each debate.
- shared BHTA briefing note on defibrillators campaign ahead of Westminster Hall Debate on Defibrillator Access, securing mention of VAT issue by SNP Spokesperson **Martyn Day MP**.



Campaign and media

- prepared VAT & Defibrillators campaign materials including:
 - logo and brand identity prototypes
 - messaging guide
 - media and parliamentary briefing notes
 - parliamentary mapping
 - stakeholder mapping - organisations and businesses
 - template press releases
 - campaign website and social media presence
- secured national media coverage in the Sunday Express around the defibrillator tax utilising quotes from MP visit to Martek Lifecare
- liaised directly with FAME section to source potential case study testimonies - held five initial interviews and provided follow up details and materials.
- provided review of BHTA political manifesto
- held media strategy session to identify areas of potential PR interest beyond government engagement work