

Celebrity and VIP Visitor Policy

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Details of changes		
Date	Change	Page (s)
Feb 2017	No changes	-
Jan 2018	Addition of 'Details of Changes' table	2
Jan 2018	Change 'Director of Communications, Engagement and Integration' to 'Director of Strategy and Communications'	Throughout document
Jan 2018	Roles section added under new section 5– text moved from another section	3-4
Jan 2018	Addition of section 'Declining a visit' added and reordering of section 6	6
Jan 2018	Section 6 'Method for Development ' removed	6

1 INTRODUCTION

As one of the largest NHS Trust's in the country, the University Hospitals of Leicester NHS Trust (Leicester's Hospitals/ The Trust) receives a number of requests for visits from VIP's and celebrities throughout the year to our hospitals –the Royal Infirmary, Glenfield and General Hospitals.

Although the Trust aims to accommodate these visits wherever possible, we recognise our responsibility to protect the privacy and safety of patients, families and staff.

2 POLICY AIMS

The purpose of this policy is to inform staff and support them in managing the procedures for organising and undertaking VIP/celebrity visits to our sites.

The purpose of the Celebrity and VIP Policy is to:

- a) Ensure robust procedures are in place to organise and conduct all VIP/celebrity visits professionally, respecting the dignity and safety of our patients, staff and visitors;
- b) Ensure employees and other users are aware of the correct procedures for organising visits to any of our hospital's sites;
- c) Build awareness amongst all staff in the organisation of their responsibilities in ensuring visits are handled according to these procedures;
- d) Ensure all visitors are aware of and abide by relevant Trust procedures such as Infection Prevention and Patient Confidentiality;
- e) Prioritise full consideration of patients, families and staff when arranging and undertaking visits.

3 POLICY SCOPE

The scope of this policy is for managing and handling visits to our hospitals from VIPs and celebrities.

These could be:

- a) Invited guests (The Trust/ staff have invited the individual to our hospitals)
- b) People who have requested to visit the hospital/ patients
- c) Unannounced guests.

4 POLICY STATEMENT

This policy sets out the responsibilities we have as staff and as an organisation:

- a) Staff are expected to behave professionally at all times remembering that as employees they are also representatives of the Trust. During VIP/ Celebrity visits, staff should continue in their roles as normal whilst supporting the management of the visit where appropriate;
- b) All staff in the Trust should understand that high profile visits must be treated confidentially and on a 'need to know' basis agreed by the Chief Executive and Deputy Director of Communications. This is to enable visits to take place as safely and smoothly as possible;
- c) Communicating information is an essential part of ensuring that all staff, children, young people and their families' feel that they are informed about what is happening during any VIP and celebrity visits. As such, steps will be taken to ensure that where English is not the first language or there are difficulties with communication that people can understand and participate actively;
- d) Anyone with an infection such as chickenpox, Influenza or diarrhoea and vomiting, will be asked not to visit our hospitals as these infections pose a risk to others.

An overview of the individual, departmental and committee roles and responsibilities, including levels of responsibility and any education and training requirements

5.1 Responsibilities within the Organisation

5.1.1 Prior to a visit

The Deputy Director of Communications will ensure that:

- a) Seek approval for the visit to take place if necessary;
- b) The Chief Executive and Executive Lead (Director of Strategy and Communications) are made aware of the visit and its potential impact;
- c) Work closely with the Department of Health, NHS Improvement/ NHS England and commissioners in organising visits by Ministers, politician etc;
- d) Notify Executive directors/ CMG leads/ Departmental Managers/ Service Managers/ Heads of Nursing/ Ward Managers and Facilities (where appropriate) about the visit;
- e) Provide briefings/ key messages to any identified Trust spokespeople and those involved in the visits;
- f) All visits are handled responsibly and effectively, and will act as the lead for such visits, providing support and informing the Chairman, Chief Executive, Board of Directors and Non-Executive directors.

The Communications Team will:

- a) Draft and get approval for any related press releases and distribute appropriately;
- b) Send Appendix B and C to any visitors prior to their arrival;
- c) Will complete a risk assessment if necessary. Guidance will be sought in each case;
- d) Communications will alert the Facilities Directorate and security team of visits. They can ensure there is adequate security provision in place before and during a visit at the request of the Communications team.

The on-site security team will:

- a) Work with the Communications Team to ensure that parking and access to the site is sorted as necessary.

5.1.2 During a visit

The Deputy Director of Communications will ensure that:

- a) Accompany visitors and media on site;
- b) Will work closely with the Leicester Hospitals Charity and Fundraising Team to ensure that any VIP/ celebrity visits they have as part of their fundraising efforts comply with this policy;
- c) Brief Trust security and other appropriate individuals on visits and their potential impact;
- d) Oversee all associated media activity on site, ensuring all appropriate consent is provided for all patients/ relatives/ carers involved in filming/ photography at the hospital. Verbal consent to be gained from staff that are filmed/ photographed as part of the visit (Appendix A is required in all cases).

The Communications Team will:

A member of staff from the Communications and/or Fundraising teams will act as the lead contact for VIP/ celebrity visits on the day of the visit and ensure the correct procedures are followed and will:

- b) Oversee all associated media activity on site, ensuring all appropriate consent is provided for all patients/ relatives/ carers involved in filming/ photography at the hospital. Verbal consent to be gained from staff that are filmed/ photographed as part of the visit (media consent form – Appendix A is required in all cases), and that the Trust’s media policy is adhered to;
- c) **NEVER leave a celebrity/ VIP alone with a patient, even at the patient’s request;**

5.2 CMG Directors /Heads of Nursing /Service Managers/Matrons/Ward Managers must

- a) Support the Deputy Director of Communications/ Communications Team in organising visits to their areas;
- b) Ensure all staff adhere to this policy and support families and patients during visits.

5.3 Responsibilities for all staff/ Trust employees:

- a) Warmly greet any visitors to their ward areas and treat them respectfully throughout their visit;
- b) Ensure they act in accordance with this policy and support visits to their areas, representing the Trust correctly by acting professionally at all times;
- c) Remain vigilant, challenge and report all unauthorised visitors to clinical areas;
- d) Ensure that infection prevention measures are followed throughout the visit, advising the VIP/ celebrity of any action they must take;
- e) Staff must not approach celebrities or VIPs on wards, corridors or other areas on site unless advised to do so by the Communications Team as this can affect on-going relationship with the guest. This includes asking for photographs or asking for autographs;
- f) During visits, staff should not be present unless they are there as part of their jobs or are part of the visit. Any staff who are not supposed to be present during a visit will be asked to leave immediately;
- g) All staff must report any inappropriate conduct observed or remarks made to them or their colleagues by the celebrity/ VIP during their visit to their line manager, the Communications lead or Safeguarding lead if appropriate;
- h) Staff must not invite their friends or family onto wards during visits and unaccounted visitors of this nature will be asked to leave the premises immediately. Any staff involved in this practice will be reported to their line manager and disciplinary action may be taken.

6 VISITS

6.1 Receiving requests for visits

If approached directly by a celebrity/ VIP to make a visit to the hospital, all staff should report those requests to the Deputy Director of Communications, and in their absence, the Communications Team. Staff should never use their position within the Trust to arrange unauthorised access for celebrities/ VIP guests.

The Director of Strategy and Communications is the Executive Lead for all visits and will be made aware of all requests and plans. The Deputy Director of Communications has overall responsibility for ensuring that approval for the visit has been gained from the relevant manager, ensuring clinical priorities and the needs of the patients come first at all times.

6.2 Confidentiality

- a) All staff in the Trust should understand that high profile visits must be treated confidentially and on a 'need to know' basis agreed by the Chief Executive and Deputy Director of Communications. This is to enable visits to take place as safely and smoothly as possible;
- b) Staff should not announce visits on social media. During the visit, please speak to the Communications lead who will ask the visiting VIP/ celebrity if images taken during their can be posted on social media;
- c) Staff will be notified of visits only where appropriate and should not divulge information on these visits to other colleagues, patients, families or external parties.

6.3 Raising concerns

All staff/ employees must be aware of their safeguarding responsibilities and know what to do if they are concerned about a patient. If concerns are raised by patients/ visitors you must:

- a) take appropriate action to safeguard them;
- b) Inform Senior Manager of any observed inappropriate behaviour or interaction by the VIP/ celebrity during their visit
 - a. Follow the [Safeguarding Adults](#), [Safeguarding Children](#) procedures and [Infection Prevention](#) and [Freedom to Speak Up \(Whistle blowing Policy\)](#) when necessary;
 - b. Access further advice from the Trust Safeguarding leads and report concerns if necessary;

6.4 Declining a visit

The decision to decline a visit will lie with the Director of Strategy and Communications or his deputy, the Deputy Director of Communications and Engagement. Where appropriate they will have sought advice from the Chairman, Chief Executive, Medical Director, Chief Nurse, service where the visit is expected or the Infection Prevention Team.

7 EQUALITY IMPACT ASSESSMENT

The Trust recognises the diversity of the local community it serves. Our aim therefore is to provide a safe environment free from discrimination and treat all individuals fairly with dignity and appropriately according to their needs.

As part of its development, this policy and its impact on equality have been reviewed and no detriment was identified.

8 LEGAL LIABILITY STATEMENT

The Trust will generally assume vicarious liability for the acts of its staff, including those on honorary contract. However, it is incumbent on staff to ensure that they:

- Have undergone any suitable training identified as necessary under the terms of this policy or otherwise.
- Have been fully authorised by their line manager and their CBU to undertake the activity.
- Fully comply with the terms of any relevant Trust policies and/or procedures at all times.
- Only depart from any relevant Trust guidelines providing always that such departure is confined to the specific needs of individual circumstances. In healthcare delivery such departure shall only be undertaken where, in the judgement of the responsible clinician it is fully appropriate and justifiable - such decision to be fully recorded in the patient's notes.

It is recommended that staff have Professional Indemnity Insurance cover in place for their own protection in respect of those circumstances where the Trust does not automatically assume vicarious liability and where Trust support is not generally available. Such circumstances will include Samaritan acts and criminal investigations against the staff member concerned.

Suitable Professional Indemnity Insurance Cover is generally available from the various Royal Colleges and Professional Institutions and Bodies. For further advice contact: Head of Legal Services on 0116 258 8960.

9 POLICY STATEMENTS, STANDARDS*, PROCESSES*, PROCEDURES* AND ASSOCIATED DOCUMENTS

All staff must adhere to the Trust's [Safeguarding Adults](#), [Safeguarding Children](#) procedures and [Infection Prevention](#) and [Freedom to Speak Up \(Whistle blowing Policy\)](#) available via INsite on the [Policy and Guideline Library](#).

This policy also includes guidance that is to be shared with VIPs/ celebrities prior to their visit.

Procedure / Process / Standard	Appendix
Consent Form for VIP/Celebrity Visits	A
Infection Prevention Guidance for Visitors	B
Safeguarding guidance for celebrity/VIP guests	C

10 EDUCATION AND TRAINING REQUIREMENTS

The policy will be referred to in all Trust Safeguarding training sessions and Corporate Induction.

11 PROCESS FOR MONITORING COMPLIANCE

This policy will be shared staff via INsite and other internal communications methods. It will be shared with managers to ensure compliance.

Requests for visits will be monitored on an annual basis and feedback gathered post visits will be incorporated into reviews of this policy should practice need to be changed.

12 PROCESS FOR VERSION CONTROL, DOCUMENT ARCHIVING AND REVIEW

This document will be uploaded onto SharePoint and available for access by staff through INsite. It will be stored and archived through this system. It will also be available through the dedicated [Communications Team](#) pages.

The policy will be referred to in all Trust Safeguarding training sessions/programmes.

This policy and procedures contained within it will be reviewed after 3 years by the Policy Author.

The review will include the following:

- Audit of procedures;
- Analysis of information from any complaints or incidents that have been reported.

13 POLICY MONITORING TABLE

The top row of the table provides information and descriptors and is to be removed in the final version of the document

Element to be monitored	Lead	Tool	Frequency	Reporting arrangements	Lead(s) for acting on recommendations	Change in practice and lessons to be shared
Communicating the policy to staff	Deputy Director of Communications	INsite/ newsletters	annually	Safeguarding Assurance Committee	Deputy Director of Communications	
Requests for visits	Deputy Director of Communications	Number of requests	annually	N/A	Deputy Director of Communications	

Appendix A: Consent Form for completion by patients/ relatives during VIP/Celebrity visits

We are asking for your permission/ consent for you/ your relative to take part in photography/ filming/ interviewing (by media) during the visit. As a part of our communications and fundraising activity we work closely with members of the press and will always try to be sensitive to your situation.

You are able to withdraw this consent at any time.

Event/ occasion/ location	
Name of visitor	
Date	
Name of patient/child	
Date of birth	
Ward	
Name of parent/carer	
Address	
Email	
Phone	

I have parental /guardian responsibility for and give my consent for the image of the individual named above to be used in any of the following (cross out any not relevant):

	Please tick for approval
Websites – use on Leicester’s Hospital sites	
Websites – use on external/partner websites	
Radio Interviews – to be broadcast on regional or national radio	
Filming – to be show inside or outside the hospital, including regional or national television	
Publications – use in regional or national media or Leicester’s Hospital promotional material	
Social media	

I DO NOT WANT the images to be used for any of the above purposes. I understand any photographs taken are for my personal use and I agree not to publish these images without permission	Please tick
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I understand that the material to be produced is intended for public circulation and/ or for publication in the mass media. Where photographers and film makers are involved from outside of the Trust I understand that the Trust has no control over these images may be used in the future. I understand that if I wish this consent to be withdrawn I should contact the Communications Team office in writing and the child will be removed from any database of images that is help. I accept the condition of this agreement:

Patient signature: Date.....

Parent/carer signature (if necessary):..... Date:.....

Trust signature:..... Date:.....

Communications Team, University Hospitals of Leicester NHS Trust, Level 2, Windsor Building, Leicester Royal Infirmary, Infirmary Square, Leicester, LE1 5WW

Appendix B: Infection Prevention Guidance for Visitors

The below information should be provided to any celebrity/VIP and accompanying media on visits to the Trust.

To reduce the risk of passing infections infection on to our patients, all visitors must be aware of the basic infection prevention procedures in place across our hospitals.

The Communications Team and senior staff involved in the visits will ensure that all visitors are aware of and adhere to the following:

a) Hand hygiene

Alcohol hand sanitizers are available on the entrance to all wards and departments. Please clean your hands on entering or leaving every clinical area. Using the hand sanitizer kills any germs on your hands. There may be instances where you are asked to wash your hands with soap and water. If this is required it will be explained to you at the time.

b) Bare below the elbow

We ask all individuals who visit clinical areas to remove any hand jewellery such as wrist watches, bracelets and stoned rings. They should also remove long sleeve clothing or roll up long sleeves to facilitate easier decontamination of their hands. If ties are to be worn, a tie pin should be used or the tie should be tucked in to the shirt to prevent them coming into contact with the patients.

c) Please do not sit on beds

We kindly ask all visitors not to sit on the bed of any patient's as they may pick up microorganisms on their clothing which can then be transferred to other patients.

d) Infectious diseases

If you have an infection such as chickenpox, Influenza or diarrhoea and vomiting, **you must not** visit our hospitals as these infections pose a risk to others.

If you require any further advice please contact the Communications Team on 0116 258 8963/8644 or via email at communications@uhl-tr.nhs.uk who can put you in contact with one of our Infection Prevention Nurses.

Appendix C: Safeguarding guidance for celebrity/VIP guests

Visitors to Leicester's Hospital bring excitement and joy to our patients and their families and we look forward to your arrival.

To ensure the safety of our patients at all times and to ensure that your visit runs safely and smoothly, we politely request that you familiarise yourself with the guidelines below before you arrive:

1. The Trust's Deputy Director of Communications or Communications Team must be notified in advance of all planned visits from celebrities/ VIPs on 0116 258 8963.
2. When you come to our hospitals you will be met by a member of the Communications Team who will escort you throughout your visit, along with other senior members of staff. They will supervise all contact with patients during your visit as their safety is our priority. You will not be left alone with a patient at any time.
3. Gifts for patients, particularly children and young people, are always welcomed as we know how much this means to them, but we ask that under all circumstances your kind donation is made via the hospital, not directly to a patient's home address.
4. Photography and/or filming with patients must be approved by the Trust's Communications Team once a consent form has been signed by the patient or a parent/guardian. This includes the use of images on social media.
5. For patient confidentiality reasons, you must not initiate further communication with a patient, particularly children, young people or vulnerable adults, after your visit, i.e. through social networking sites. Any approaches for further contact must be made via the Communications Team who will contact the patient or child's parents/guardian on your behalf.
6. Our staff are encouraged to be vigilant, challenge, confront and report all unauthorised visitors to the hospital, so please do not be offended if you are challenged about your actions while you are onsite. They are helping to protect our patients.
7. Staff are also expected to report anyone they suspect to be using their position to help a celebrity/VIP visitors gain unauthorised access to children or young people.
8. We recognise that all of our patients, particularly the most vulnerable (older people and children) have equal rights to protection from harm, and that all adults have the responsibility to protect them from harm.

If you have any questions, concerns or comments about our guidelines above, please contact the Head of Communications on 0116 258 8963 or the Communications Team on 0116 258 8644 who can assist you further.

**Thank you for taking the time to read our guidelines.
We look forward to your arrival at Leicester's Hospital!**