

Celebrity and VIP Visitor Policy

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| Trust Lead: | Emma Casteleijn, Deputy Director of Communications and Engagement |
| Board Director Lead: | Michelle Smith, Director of Communications and Engagement |
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REVIEW DATES AND DETAILS OF CHANGES MADE DURING THE REVIEW

| Details of changes | | |
|--------------------|--|------------|
| Date | Change | Page |
| 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 |
| 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 |

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|----------|---|------------|
| Nov 2024 | Change document author to Emma Casteleijn, Deputy Director of Communications and Engagement to reflect change of post-holder, responsible for version 3.0. | 2 |
| Nov 2024 | Change of all references to Director of Strategy and Communications to Director of Communications and Engagement to reflect role changes | Throughout |
| Nov 2024 | Replacement of 'Appendix A: Media consent form for use with patients/relatives during VIP/celebrity visits' with the updated version of the Trust's 'Media consent form' as approved by the Policy and Guidelines Committee in 2018. | 9-10 |
| Nov 2024 | Inclusion of definition of celebrity and VIP | 4 |
| Nov 2024 | Addition of clarification regarding circumstances in which policy does not apply to visiting VIPs/celebrities i.e. where they are attending our site as patients or visiting family members or friends in a personal capacity. | 5 |
| Nov 2024 | Responsibilities section amended: <ul style="list-style-type: none"> combined by role/team/staff group rather than by pre and post visit responsibilities. addition of 'social media' to responsibilities for communications team. change in wording of Communications Team responsibility from 'oversee all associated media activity on site' to 'chaperone media on site (overseen by Deputy Director of Communications and Engagement)'. In responsibilities for CMG Directors /Heads of Nursing /Service Managers/Matrons/Ward Managers and All Staff, addition of: 'Notify the Director/ Deputy Director of Communications and Engagement and the Communications Team regarding any celebrity VIP visit requests for their areas'. In All Staff responsibilities, clarity regarding not taking photographs or videos added with reference to Confidentiality section later in this document. | 5-7 |
| Nov 2024 | Update to how policy will be shared and monitored in line with changes to Trust communications channels and reporting in communications and engagement. | 8 |
| Nov 2024 | Update to formatting and contact details on Appendix C | 14 |

KEY WORDS

List of words, phrases that may be used by staff searching for the Policy in PAGL

- Celebrity, VIP, Minister, MP, Member of Parliament, Visit

1 INTRODUCTION AND OVERVIEW

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

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.

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, and 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 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.

2 POLICY SCOPE –WHO THE POLICY APPLIES TO AND ANY SPECIFIC EXCLUSIONS

The policy applies to all UHL colleagues and services and includes visits to our hospitals from all VIPs and celebrities in official capacity. 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

The policy does not apply to VIPs/celebrities where they are attending our site as patients or visiting family members or friends in a personal capacity. Visits in these circumstances must be kept confidential to ensure the privacy and safety of patients, families and staff. Where there are potential security or media implications, the Director/Deputy Director of Communications and Engagement should be informed.

3 DEFINITIONS AND ABBREVIATIONS

- **Celebrity** - a person who is famous and widely recognised by the public. Celebrities are often in the news, active on social media channels and are the subject of public interest.

- **VIP** – ‘Very Important Person’ - a person who is accorded special privileges due to their high social rank, status, influence, or importance. For example, members of the Royal Family, Ministers of State, Members of Parliament, local dignitaries or national leaders from the NHS or partner organisations.

4 ROLES – WHO DOES WHAT

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

4.1 The Director of Communications and Engagement is the Executive Lead for all visits and will be made aware of all requests and plans. The **Deputy Director of Communications and Engagement** 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 always come first.

The Director / Deputy Director of Communications and Engagement will:

- Seek approval for the visit to take place if necessary.
- Ensure the Chief Executive and Executive Lead for service area are made aware of the visit and its potential impact.
- Work closely with the Department of Health, NHS England and commissioners in organising visits by Ministers, politicians etc.
- Notify Executive directors/ CMG leads/ Departmental Managers/ Service Managers/ Heads of Nursing/ Ward Managers and Facilities (where appropriate) about the visit.
- Provide briefings/ key messages to any identified Trust spokespeople and those involved in the visits.
- Ensure 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 where appropriate.
- 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.
- Brief appropriate individuals on visits and their potential impact.
- Ensure visitors and media on site are accompanied.
- 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).

4.2 The Communications Team will:

- Draft and get approval for any related press releases and social media content

and distribute appropriately.

- Send Appendix B and C to any visitors prior to their arrival.
- Complete a risk assessment if necessary. Guidance will be sought in each case.
- Alert the security team of visits to ensure adequate security provision is in place before and during a visit at the request of the Communications team.
- Chaperone media activity on site (overseen by the Deputy Director of Communications and Engagement), 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).
- NEVER leave a celebrity/ VIP alone with a patient, even at the patient's request.

4.3 The security team will:

Work with the communications team and other key stakeholders to consider any security related risks associated with the visit and agree plans to ensure the safety of patients, visitors and colleagues.

4.4 CMG Directors /Heads of Nursing /Service Managers/Matrons/Ward Managers will:

- Notify the Director/ Deputy Director of Communications and Engagement and the Communications Team regarding any celebrity VIP visit requests for their areas.
- Support the Director/ Deputy Director of Communications and Engagement and the Communications Team in organising visits to their areas.
- Ensure all staff adhere to this policy and support families and patients during visits.

4.5 Responsibilities for all staff/ Trust employees:

- Notify the Director/ Deputy Director of Communications and Engagement and the Communications Team regarding any celebrity VIP visit requests for their areas
- Warmly greet any visitors to their ward areas and treat them respectfully throughout their visit.
- Ensure they act in accordance with this policy and support visits to their areas, representing the Trust correctly by acting professionally at all times.
- Remain vigilant, challenge and report all unauthorised visitors to clinical areas.
- Ensure that infection prevention measures are followed throughout the visit, advising the VIP/ celebrity of any action they must take.
- 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 taking or asking for photographs/video or asking for autographs. See section 4.2 on confidentiality.
- 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.

- 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.
- 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.

5 POLICY IMPLEMENTATION AND ASSOCIATED DOCUMENTS

5.1 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 Director/Deputy Director of Communications and Engagement, and in their absence, the Communications Team.
- Staff should never use their position within the Trust to arrange unauthorised access for celebrities/ VIP guests.

5.2 Confidentiality

- 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 Director/Deputy Director of Communications and Engagement. This is to enable visits to take place as safely and smoothly as possible.
- Staff should not announce or share details of visits on social media or share images/audio/video from the visit without permission from Director/Deputy Director of Communications.
- 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.

5.3 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 staff must:

- Take appropriate action to safeguard them.
- Inform a Senior Manager of any observed inappropriate behaviour or interaction by the VIP/ celebrity during their visit.
- Follow the Safeguarding Adults, Safeguarding Children, Infection Prevention and Freedom to Speak Up (Raising Concerns) policies
- Access further advice from the Trust Safeguarding leads and report concerns if necessary.

5.4 Declining a visit

The decision to decline a visit will lie with the Director of Communications and Engagement and/or 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 and/or the Infection Prevention Team.

6 EDUCATION AND TRAINING REQUIREMENTS

The policy will be available in the policy and guidelines library, reminders shared quarterly via Trust communications channels (including email to CMG Directors and Heads of Nursing and Operations) and referenced in the Communications Team section of the Trust intranet.

7 PROCESS FOR MONITORING 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.

8 EQUALITY IMPACT ASSESSMENT

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

EDI Statement

We are fully committed to being an inclusive employer and oppose all forms of unlawful or unfair discrimination, bullying, harassment and victimisation.

It is our legal and moral duty to provide equity in employment and service delivery to all and to prevent and act upon any forms of discrimination to all people of protected characteristic: Age, Disability (physical, mental and long-term health conditions), Sex, Gender reassignment, Marriage and Civil Partnership, Sexual orientation, Pregnancy and Maternity, Race (including nationality, ethnicity and colour), Religion or Belief, and beyond.

We are also committed to the principles in respect of social deprivation and health inequalities.

Our aim is to create an environment where all staff are able to contribute, develop and progress based on their ability, competence and performance. We recognise that some staff may require specific initiatives and/or assistance to progress and develop within the organisation.

We are also committed to delivering services that ensure our patients are cared for, comfortable and as far as possible meet their individual needs.

9 SUPPORTING REFERENCES, EVIDENCE BASE AND RELATED POLICIES

A selection of NHS Trust policies for managing Celebrity and VIP visits have been reviewed for consistency and best practice.

10 PROCESS FOR VERSION CONTROL, DOCUMENT ARCHIVING AND REVIEW

This document will be uploaded onto SharePoint and available for access by staff through UHL Connect. It will be stored and archived through this system. It will also be available through the dedicated Communications Team pages.

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.

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

| What key element(s) need(s) monitoring as per local approved policy or guidance? | Who will lead on this aspect of monitoring? Name the lead and what is the role of other professional groups | What tool will be used to monitor/check/observe/asses/inspect Authenticate that everything is working according to this key element from the approved policy? | How often is the need to monitor each element? How often is the need complete a report ? How often is the need to share the report? | How will each report be interrogated to identify the required actions and how thoroughly should this be documented in e.g. meeting minutes. |
|--|--|--|--|---|
| Element to be monitored | Lead | Tool | Frequency | Reporting arrangements Who or what committee will the completed report go to. |
| Communicating the policy to staff | Deputy Director of Communications | UHL Connect/ newsletters/ emails | Annually | Communications and Engagement Senior Leadership Team |
| Requests for visits | Deputy Director of Communications | Number of requests | Annually | N/A |
| Learning from visits | Deputy Director of Communications | Issues log kept and reviewed | Quarterly | Communications and Engagement Senior Leadership Team |
| | | | | |
| | | | | |
| | | | | |

Media Consent Form

You/your relative, is taking part in photography, filming or interviews in our hospitals today for the purpose/s of:

| |
|--|
| |
|--|

We are asking for you to consent, or grant consent on behalf of your relative, to enable the materials collected today (photos/video/audio/story) to be used on our hospital communication platforms and/or external media platforms.

You can withdraw this consent at any time using the details overleaf.

| | |
|--|--|
| Name of patient / person | |
| Date of birth | |
| Date of death (if relevant) | |
| Address and postcode | |
| Email | |
| Telephone number | |
| Name of parent/ carer <i>(if patient/attendee is under 18)</i> | |

Please indicate where you consent to us using the photos/images/audio captured today by placing a tick next to the description of use:

| Leicester's Hospitals Owned Channels | |
|--|--|
| Please note that due to these channels being public by consenting your content may be shared onto other platforms as it would be publicly available. | |
| Websites – Leicester's Hospitals websites and microsites (research, maternity and others) | |
| Social media – to be used on Leicester's Hospitals social media accounts such as Twitter, Facebook, LinkedIn, Instagram | |

| | |
|---|--|
| Publications – Leicester’s Hospitals promotional material, internal publications (including email communications) and information leaflets | |
|---|--|

Please place a tick next to the descriptions to indicate your consent

| | |
|---|--|
| External partners | |
| This could be charities, other local/national NHS and governmental organisations | |
| Partners – please tick if you consent to the images/recordings to be shared with carefully selected organisations | |
| External Media organisations | |
| This could be local, regional or national media. Once shared with the media it is not possible for us to restrict circulation to a single media outlet or type. The consent outlines the platforms you are happy for us to release your materials to directly. If you give permission for your image/ your child’s image to be used by the media, please be aware that they will publish your child’s name, age and location. | |
| Radio Interview / Audio | |
| TV Broadcast | |
| Printed Media | |
| Online media platforms | |
| Social media platforms | |

Declaration of consent – please read and confirm you accept the consent conditions.

I understand that the materials produced today are intended for circulation/publication through mass media channels based on the project/reason outlined. Where photographers and film makers are involved from outside of the Trust, or where the materials are shared on public platforms, I understand that the Trust has no control over how these images may be used in the future.

I understand that if I wish to withdraw my consent, I should contact the Communications Team in writing and the content from that point will be removed within reason from any database of images that is held, in compliance with the Data Protection Act 2018.

I accept the condition of this agreement:

| | | | |
|----------------------------|--|-------------|--|
| Patient/attendee signature | | Date | |
| Parent/carer signature: | | Date | |
| Trust signature: | | Date | |

CONDITIONS OF USE

1. The consent provided on this form is valid for the period of one year or for the duration of the project should it exceed one year. Your consent will automatically expire after this time.
2. The Trust will not re-use any photographs or recordings of you/ your child that are incompatible with the original purposes explained to you.
3. The Trust will not include personal e-mail or postal addresses or telephone numbers on video, online, or in any other Trust publications.
4. We may include pictures of patients and teachers that have been drawn by patients. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
5. We will be respectful of a patient's right to privacy and dignity, and no personal information will be displayed in photos.
6. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.
7. Should you wish to withdraw consent, you should email: communications@uhl-tr.nhs.uk or request in writing to: **University Hospitals of Leicester NHS Trust Communications Team**, Level 2, Windsor Building, Leicester Royal Infirmary, Infirmary Square, Leicester, LE1 5WW

| FOR ORGANISATIONAL USE: | |
|--|--|
| Date | |
| Event/Occasion | |
| Location of filming/photography (Ward/Area) | |
| Description of asset (photo/video) | |
| Consent taken by (Comms officer's name here) | |

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 University Hospitals of Leicester NHS Trust 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:

- When you come to our hospitals you will be met by a member of the Communications Team and/or Trust staff 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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 email communications@uhl-tr.nhs.uk

We look forward to your visit.