

NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

Transition

The NSMC continues to develop the transition plan for its evolution into a social enterprise during 2011.

A paper was presented to the Department of Health Social Marketing Programme Board on 7 December which outlined the progress that had already been made and the next steps that would be required to ensure that the NSMC was self sustaining and able to operate successfully as a social enterprise following the end of support from the DH. The Board noted the paper and agreed that the overall approach taken by Consumer Focus was appropriate.

A transition steering group which was set-up in October is meeting regularly to discuss progress and agree a programme of work to ensure successful transition. This group is developing a paper which will be presented to the CF Audit Committee and then the Board to outline:

- The methodology that was developed to decide which structural form would be most appropriate to ensure the NSMC could continue to operate following the end of the grant from the DH
- The governance process that has been put in place to ensure that all decisions/actions relating to the setting up of the NSMC as a social enterprise meet all appropriate public regulations/processes
- The outline transition arrangements including the issues relating to the transfer of resources from Consumer Focus to the new social enterprise
- A detailed business plan which outlines how the social enterprise will be set up and will operate successfully

DH Work Programme

The work programme is all on course for completion by the end of the financial year. The Department have been advised that because of the delay in beginning the programme earlier this year because of funding problems, the Quality Assurance programme has had to be reduced to ensure that we complete the work this financial year.

Other Work

We have just finished a major piece of work for the Department of Health in Hong Kong on breast feeding. The Department wants us to follow up this work with another programme early next year.

We have developed training programmes for the Home Office, DEFRA, the Consumer Financial Education Body and the Finnish Public Health Organisation.

New Work

There have been a number of invitations to work with a number of bodies including the Department of Health NHS Directorate, The Health Inequalities Unit and the Marketing and Communications Directorate.