



## Council

<b>Date of meeting:</b>	<b>3 December 2015</b>
<b>Title of Paper:</b>	<b>RCN centenary update</b>
<b>Appendices:</b>	<b>None</b>
<b>Presented by:</b>	<b>Fiona Johnson</b>
<b>Is a decision required? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></b>	

### 1. Purpose

- 1.1. The purpose of this paper is to present Council with an update on the RCN centenary programme of activities. It is for information only.

### 2. Detail

- 2.1. Our centenary is a unique opportunity to celebrate the RCN's achievements, raise awareness of contemporary nursing issues and look forward to a strong future for the profession and the College. It is a platform from which we can engage with new and existing audiences, and encourage our members to become more active in the organisation.
- 2.2. An extensive programme of activities has been developed for the celebration and implementation work is underway. The following outlines some of the most immediate work as we approach the centenary year and updates some of the other key projects.

### 3. 2015 activity

#### Photography competition

- 3.1. A public photography competition has been launched to capture a picture of nursing in 2016. It is intended that the entries will illustrate the diversity of nursing staff, workplaces and roles. Judging of the competition will take place in April with the shortlist exhibited at Congress and then forming a touring exhibition. The winners will also be announced at Congress.
- 3.2. Our competition partner is the Royal Photographic Society. We have also secured sponsorship from NHS employers. Additionally TV and theatre actress Tamzin Outhwaite has agreed to promote the competition and join the judging panel.

#### 100 book reviews

- 3.3. RCN Library and Heritage Services have started to collect reviews of books which changed people's nursing lives. The complete list (which will be a collection of books rather than a ranking) will be released slowly throughout the centenary. Reviewers will include key figures from nursing and the RCN as well as members and other interested professionals.

#### Website

- 3.4. The new website will launch with centenary pages highlighting events and activities, merchandise and other projects.

#### Merchandise

- 3.5. Centenary merchandise has already been on sale at Congress, through the Library and Heritage Centre shop and via RCND. New lines are now being added to the range including hooded sweatshirts, mugs, pens and keyrings.
- 3.6. Unfortunately delays to the CRM mean that we will not be able to sell items online. This could have a significant impact on anticipated sales.

#### Membership mailings

- 3.7. Membership renewal and welcome packs are now being produced with centenary branding. Deliveries began in late October with new members receiving the centenary membership badge. This badge will also be available to existing members who participate in centenary events.

### 4. January 2016 activity

- 4.1. On 1 January 2016 the following will be in place:
  - Building dressing at UK and country headquarters and Cardiff Gate
  - Centenary stationery in all offices
  - Centenary pop up banners delivered to country and regional offices

- Website branding and content
  - RCN100 film on website and available for events
  - Visitors books will be in place in each of the headquarters and regional offices
  - Region and country offices will have a set of pop up banners about the history of the RCN to use at events and display in their buildings as appropriate.
  - Staff email signatures
  - All communications using the centenary logo
  - Press packs sent to appropriate media
- 4.2. Social media activity will also take place including the release of some of the vox pops from the film booth at Congress 15 and use of case studies such as an interview with 101-year-old Mary Goode a former member and member of staff at the RCN.
- 4.3. Other activity in January
- RCN Bulletin will have a centenary cover and include a double page spread featuring an interview with Mary Goode and a review of the Library and Heritage Centre exhibition. A series of sidebars will also link to the centenary and the book review section will feature the 100 book reviews project.
  - Activate will include centenary content tbc, ideas include featuring our longest serving rep.
  - Library and Heritage Centre exhibition *The voice of nursing* will be open from the start of January
  - RCN Presidents exhibition, replacing the paintings in the corridor by the library will be installed for January
  - January 12 event – launching the two exhibitions. The Townswomen’s Guild will also do an official handover of the commemorative banner they have sewn for the College.
  - Events that comprise the RCN100 events programme will begin in January and continue throughout the year. At these events members will be able to claim their centenary membership badge and learn more about RCN history
  - Monthly competition – our RCN Xtra suppliers have agreed to donate £100 of vouchers to be used via the site each month. We also have donations of theatre and cinema tickets that can be made into prize bundles along with centenary merchandise

### **5. 27 March 2016 (anniversary date)**

- 5.1. Note: the anniversary of the incorporation of the College of Nursing falls on Easter Sunday
- 5.2. A pictorial history of the RCN will be launched. The hardback book features images from the archives and brief text sections charting the College's progression and some of its key features and achievements.
- 5.3. We have had initial interest from Radio 4's Woman's Hour about producing a feature programme for the weekend
- 5.4. The occasion will be marked on the website and social media
- 5.5. Staff working on the day (RCND) will receive a celebration cake or similar.

### **6. RCN100 events**

- 6.1. The RCN100 events programme will run all year and will include the following events:
  - Regional and country centenary events
  - Forum events
  - Library and heritage centre events
  - Nurses' Day events
  - Public lecture series
  - Nurse of the year awards
  - Congress (including specific centenary fringe events)
  - Reps conferences
  - International Centenary Conference
  - AGM
  - Royal garden parties
  - Church service at York Minster
- 6.2. The current calendar of events, which continues to be added to, is attached to this paper.
- 6.3. Events will be supported by a centenary exhibition, centenary membership badges, centenary wallets and lanyards (where appropriate), the centenary film and opportunities to buy merchandise.

### 7. New additions to the programme

#### **RCN centenary fund**

- 7.1. The fund will help to raise more funds for the RCN Foundation during the centenary year. People will be encouraged to make an extra effort to do something for the charity and their efforts will be publicised through the centenary. More details will follow.

#### **100 free memberships**

- 7.2. The logistics of the scheme are still to be fully developed, but the idea is that members across all categories and geographical areas will be eligible to win their subscription for the year. The main aim is to reward members, but the initiative may also generate some recruitment.

#### **Rewarding activists**

- 7.3. Following consultation with the reps committees, members have decided that they would like to give activists a commemorative pen to celebrate the centenary and acknowledge their contribution to the College.

### 8. Recommendations

- 8.1. Council is asked to note these updates to the centenary programme.

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