Ashford and St. Peter's Hospitals NHS Foundation Trust

COUNCIL OF GOVERNORS
5th December 2018

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meetings of the Membership and Community Engagement Group held on 3rd October and 21st November. Matters discussed in the meetings included: • Membership Report • Membership Action Plan • Future Members' Events • Membership of MEG • Communications – Aspire (Winter Edition) • Council of Governors' Election Update • Fundraising – Charity Ambassadors • Membership and Community Engagement Group Annual Report and TORs • Chairmanship of MEG
The Council is asked to:	Note the report
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede, Windsor and Maidenhead
Date:	December 2018
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
3 October 2018

Room 1, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Simon Bhadye	SB	Public Governor, Spelthorne
	Lilly Evans	LE	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
IN ATTENDANCE:			
	Becky Fairbairn	BF	Joint Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Bhagat Singh Rupal	BR	Public Governor, Hounslow, Kingston upon Thames and Richmond upon Thames
	Bertie Swan	BS	Public Governor, Elmbridge

MEG 20/18 **Apologies**

Apologies as listed above.

MEG 21/18 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 18 April 2018 were agreed as a correct record. The updated log was NOTED.

MEG 22/18 **Membership Report**

The Membership and Engagement Manager advised that recruitment of new members continued and although 56 members had been recruited during the three months July to September, 108 had been lost during the same timeframe which had resulted in an overall decrease of 52 members. 42 of the 108 lost were due to members dying and 51 of the 108 were members who had decided to opt out in response to the GDPR information being circulated by the Membership and Engagement Manager; this being a legal requirement.

The Membership and Engagement Manager highlighted the members' events that had taken place which had been extremely popular especially the Annual Members' Meeting.

Finally, the recruitment exercise that coincided with the NHS 70th anniversary had been very positive. New members had been recruited and many application forms handed out. The Membership and Engagement Manager added that Danny Sparkes had continued handing out application forms in her spare time and several of these had been returned completed. At Lilly Evans' request the Membership and Engagement Manager agreed to provide her with some application forms. **AS**

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MEG 23/18 **Membership Action Plan**

The Membership and Engagement Manager advised that all actions were up to date or in the process of being actioned.

The Membership and Engagement Manager highlighted that communications from members had reduced during August and September and this was due to less communications being sent to them. Things were now picking up again due to messages being shared regarding the Governor elections.

The Membership and Engagement Manager highlighted that attendance from members at the last Council meeting had improved with five members attending. Attendance from members of the public at Trust Board remained consistent.

MEG 24/18 **Future Members' Events**

The Membership and Engagement Manager advised that proposed events for the future included Dementia and Urology. With Urology it had been decided that this would take place after March as the service would have undergone some further changes.

Lilly Evans highlighted the lack of information women were provided in relation to HRT, Osteoporosis and Thyroid conditions. The Group considered a members' event covering these areas would be useful and that an Endocrinologist, Gynaecologist and Rheumatologist could be invited to take part. It was also considered a similar event for health issues mainly associated with men should take place.

Lilly wondered if information could be shared about the services moving over to GPs and other primary care providers. The Group discussed potential organised visits to departments after the building works had been completed and to coincide with the Annual Members' Meeting. Another area that was considered members needed to be provided information on was in relation to the Integrated Care Partnership. Lilly added that this information should also be displayed in public facilities, for example public libraries.

The Membership and Engagement Manager agreed to take these suggestions forward.

MEG 25/18 **Membership of MEG**

The Membership and Engagement Manager advised that the Group needed more members, especially since Richard Docketty had retired. Lilly Evans confirmed she would be a member of the Group. It was agreed that Danny Sparkes would raise this at the next Council meeting in December when there would be several new Governors in post. **DS**

MEG 26/18 **Communications – Aspire (Winter Edition)**

The Joint Head of Communications advised that the next edition of Aspire would be coming out around the second week of December. Highlights included:

- CQC report on its inspection of the Trust
- Staff awards
- Flu
- Preparation for winter
- Staff recognition – a new style points system for staff
- Danny Sparkes' interview
- Awards – The Trust has been nominated for several awards and those that had been awarded would be highlighted.

All

The Joint Head of Communications welcomed ideas for the next edition which could be shared either now or later by email.

The Membership and Engagement Manager reiterated Danny's prior request to have an article entitled "Did you know?" which highlighted the costs of common tests/investigations. The Joint Head of Communications advised that she had struggled to get costs previously but would try and again. She added that she could include an article on myth-busting facts. The Group agreed that the information did not need to be exact.

The Joint Head of Communications advised that Council of Governor election results would also be included with possible interviews with new Governors.

MEG 27/18 **Council of Governors' Election Update**

The Membership and Engagement Manager advised that there had been a good interest in the elections particularly in the constituency of Runnymede, Surrey Heath, Windsor and Maidenhead and the staff category of Volunteers. The constituencies of Elmbridge and staff - administrative and clerical had seen less interest.

Lilly Evans was aware that a number of GPs had retired in the area whilst relatively young and considered they should be approached when future Governor elections were to take place. How they could be contacted was discussed and Lilly suggested she may be able to make contact. The possibility of tackling retired non-executive directors was mooted and considered a good idea.

The Membership and Engagement Manager advised that due to the number of Governors coming to the end of their term in November 2019 publicity campaigns would begin earlier in the year and members would be invited to shadow existing Governors to get a feel for what the role entailed. The Membership and Engagement Manager suggested that Governors should take a key role at members' events and a segment included which highlighted the Governor role and how interested members could buddy up with existing Governors should they be interested.

MEG 28/18 **Any Other Business**

In response to Danny Sparkes' query, the Membership and Engagement Manager confirmed a recruitment event will take place before Christmas.

The Membership and Engagement Manager agreed to check out whether further **AS**

dates for walkarounds had been arranged and to forward them to the Governors.

MEG 29/18 **Date of Next Meeting and Dates for 2019**

Wednesday 21 November

2019

Wednesday 13 February
Wednesday 17 April
Wednesday 10 July
Wednesday 11 September
Wednesday 20 November

All taking place 2-4 pm in Room 1, Postgraduate Education Centre

Action Log **KEY: ✔ Done ---- On track x Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
3.10.18	**MEG 22/18**	**Membership Report**	Send some application forms to Lilly Evans	**AS**	ASAP	Complete	✔
3.10.18	**MEG 25/18**	**Membership of MEG**	Danny to raise at Council of Governors	**DS**	5.12.18		
3.10.18	**MEG 26/18**	**Communications – Aspire (Winter Edition)**	Forward ideas to the Joint Head of Communications	**All**	16.11.18		

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
21 November 2018

Room 1, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Simon Bhadye	SB	Public Governor, Spelthorne
	Bhagat Singh Rupal	BR	Public Governor, Hounslow, Kingston upon Thames and Richmond upon Thames
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
	Bertie Swan	BS	Public Governor, Elmbridge
IN ATTENDANCE:			
Item 34/18	Nicola Oliver	NO	Fundraising Manager
	Anu Sehdev	AS	Membership and Engagement Manager
Item 35/18	Johnny Steyn	JS	Interim Media and Communications Manager
APOLOGIES:	Lilly Evans	LE	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead

MEG 30/18 **Apologies**

Apologies as listed above.

MEG 31/18 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 3 October 2018 were agreed as a correct record. The updated log was NOTED.

MEG 32/18 **Membership Interim Update**

The Membership and Engagement Manager advised that membership numbers remained constant since a similar number of members had been recruited to replace lost members.

The Membership and Engagement Manager advised Group members of the recently finalised members' event on Dementia taking place on 28 May 2019 as well as an additional study day taking place on 19 September 2019. It was advised that arranging further events would be the primary focus over the next few months. Amongst these were the Urology and A&E events that had been postponed. The Group discussed the possibility of having a Diabetes event and whether Dr Mike Baxter, Non-Executive Director could have a segment due his expertise in this field.

Bhagat Singh Rupal queried whether any of the events would be taking place at Ashford and it was advised that as well as the Annual Members' Meeting taking place at Ashford in 2019 there was potential to hold more events at Ashford due to the availability of a venue. Staff would need to have capacity to travel across to Ashford on top of their clinical day to allow this.

Finally, the Membership and Engagement Manager requested assistance from

Governors to man a recruitment stand in the Main Entrance at St Peter's on Wednesday 19 December.

MEG 33/18 **Membership Action Plan**

The Membership and Engagement Manager advised that all actions were up to date or in the process of being actioned. The action plan would be refreshed in time for the next meeting.

MEG 34/18 **Fundraising – Charity Ambassadors**

The Fundraising Manager introduced herself to the Group and advised she had been post since January 2018. Previously she had worked for Hampshire Hospitals NHS Foundation Trust. The Fundraising Manager advised that she had come along to explain how fundraising should work and the robust procedures in place.

The Fundraising Manager advised there were three projects she was working on. One of these was the electronic surveillance system for Paediatrics. Monitors would feed back to a central screen on the nurses' desk, alerting staff to any change in a child's condition, for example a rise in temperature. Of the £80K, £22K had been raised.

The Fundraising Manager mentioned a projector for senior adults (no longer referred to as the Elderly) which projected interactive games and quizzes onto a large table. This would be especially useful for patients with dementia. £2K of the £7K had been raised.

The Fundraising Manager advised that she worked a four day week and that covering the Trust's catchment area was challenging. A solution to this would be to recruit fundraising ambassadors to help provide the link with organisations in the community. The role had flexibility for an individual to do as much or as little as their time permitted. The Fundraising Manager welcomed the views of the Group.

Bhagat Singh Rupal and Simon Bhadye considered it was a great initiative. Simon provided some background information on his personal endeavours raising funds for charity. He advised he would be happy to help with any projects which benefitted his local community. Simon also mentioned that the President of Spelthorne Rotary Club was struggling to get someone from the Trust to come and receive a cheque for the Stroke Unit. The Fundraising Manager asked Simon to pass on her details advising that she would help coordinate an appropriate person to receive the cheque.

The Fundraising Manager mentioned that there would be a fundraising appeal in 2019 to support the expansion of the Infusion Suite once it was transferred to Wordsworth Ward. Plans included creating a more holistic unit with additional facilities.

Group members agreed to share the ambassador role with their friends and relatives.

The Group discussed ideas for raising money. It was suggested that the

Fundraising Manager came along to the Council meeting in March 2019.

MEG 35/18 **Communications – Aspire (Winter Edition)**

The Interim Media and Communications Manager introduced himself to the Group and advised that the draft winter edition of Aspire would be finalised at the end of the week and sent to the designers the following Monday.

The Interim Media and Communications Manager advised that the staff awards would be the main feature and that other awards, for example The Sun award for Dr Peter Reynolds, the VTE award, the Health Business award and any awards picked up at the HSJ awards that week would also feature.

The Interim Media and Communications Manager added that Dr Peter Reynolds had also featured on BBC radio Surrey recently where he had responded to concerns about recruitment and retention of staff.

The Interim Media and Communications Manager advised that further features included:

- CQC report
- Employee of the month
- Research and Development
- Estates – artist's impressions of the new buildings at St Peter's Hospital
- Fundraising
- Lead Governor interview
- Council of Governor election results
- Dates for diaries

The Group agreed that the Aspire magazine was well received by their constituents. The Interim Media and Communications Manager advised that the magazines were used at recruitment events very successfully.

The Interim Media and Communications Manager advised that the next Aspire after the winter edition would be coming out in the Spring of 2019. This would feature an Estates update and advice on where to park when coming to the Trust. Armistice Day photographs may also feature which showed patients on wards being given special poppies that lit up.

MEG 36/18 **Council of Governors Election Update**

The Membership and Engagement Manager provided the results of the recent Council of Governor elections:

Elmbridge bye-election – David Carpenter
Runnymede, Surrey Heath, Windsor and Maidenhead – Danny Sparkes, Lilly Evans and Chris Marks
Staff Governors –
Administration and clerical – Julian Ruse
Medical and dental – Oscar Garcia-Casas
Volunteers – Tom Allan

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MEG 37/18 **Membership and Community Engagement Group Annual Report and TORs**

The Group examined the Annual Report and TORs and agreed amendments. It was agreed the final report would be included in the papers for Council of Governors for the 5th December 2018.

MEG 38/18 **Chairmanship of MEG**

The Group unanimously agreed that Danny Sparkes should continue as Chair of the Group.

MEG 39/18 **Any Other Business**

Bhagat Singh Rupal advised that he would approach Cranford Community College about displaying membership forms. **BR**

MEG 40/18 **Meeting dates for 2019**

Wednesday 13 February
Wednesday 17 April
Wednesday 10 July
Wednesday 11 September
Wednesday 20 November

All taking place 2-4 pm in Room 1, Postgraduate Education Centre

Ashford and St. Peter's Hospitals NHS Foundation Trust

Action Log

KEY: ✔ Done ---- On track x Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
21.11.18	**MEG-39/18**	**Any Other Business**	Approach Cranford Community College about displaying membership forms	**BR**	ASAP		