Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
5th December 2018

TITLE	**Membership & Community Engagement Group Annual Report**
EXECUTIVE SUMMARY	The Annual Report from the Group is attached for information. The Group has included its initial priorities for the coming year. The Group has reviewed its Terms of Reference and these are attached for approval. The Group's membership is between six and 10 Governors; it currently has five members and is looking to recruit more members.
The Council of Governors is asked to:	Note the Annual Report; approve the revised Terms of Reference and on-going membership of the Committee.
Submitted by:	Danny Sparkes, Public Governor for Runnymede and Windsor & Maidenhead and Chairman of the Membership and Community Engagement Group
Date:	December 2018
Decision:	For Approval

Ashford and St. Peter's Hospitals NHS
NHS Foundation Trust

Membership and Community Engagement Group: Review of the Year – December 2017 to November 2018

1 Introduction

The Group was established by the Council of Governors on 15 March 2011 in order to promote membership of Ashford and St. Peter's Hospitals NHS Foundation Trust and provide the Council of Governors with details on progress.

2 Meetings

During the year, meetings of the Group were held on the following dates:

21st February
18th April
3rd October
21st November

3 Membership and Attendance

The membership of the Membership and Community Engagement Group over the year is set out below along with the maximum number of meetings that could have been attended and actual number attended:

Name	Constituency	Actual	Maximum
Simon Bhadye	Public Governor - Spelthorne	4	4
Richard Docketty	Staff Governor – Volunteers	1	2
Lilly Evans	Public Governor, Runnymede, Windsor & Maidenhead	1	2
Bhagat Singh Rupal	Public Governor – Hounslow, Richmond and Kingston upon Thames	3	4
Danny Sparkes (Chair)	Public Governor – Runnymede, Windsor & Maidenhead	4	4
Bertie Swan	Public Governor - Elmbridge	3	4

The Group re-elected Danny Sparkes, as the Chair of the Group at its meeting on 21st November 2018.

4 Progress/Achievements

During the year the Group has:

- Regularly reviewed the membership action plan and targeted areas of under-representation;
- Helped to increase membership numbers especially increasing young member numbers;
- Arranged a successful Annual Members' Meeting;
- Continued with the success of Members' Events with venues being at full capacity;
- Arranged successful recruitment sessions;
- Encouraged attendance from members at Trust Board and Council of Governor meetings;

- Regularly engaged with members via monthly bulletins, the Annual Members' Meeting, Members' events and conversations via the telephone and email; and
- Supported the development of quarterly editions of Members' Matters.

5 Terms of Reference

One minor change.

6 Membership

	NUMBER OF PUBIC MEMBERS AS AT 31/10/17	NUMBER OF PUBLIC MEMBERS AS AT 31/10/18	INCREASE / DECREASE	
Elmbridge	577	583	+6	↑
Hounslow, Kingston and Richmond Upon Thames	1192	1178	-14	↓
Runnymede, Surrey Heath and Windsor & Maidenhead	1435	1478	+43	↑
Spelthorne	1848	1821	-27	↓
Woking and Guildford	2055	2022	-33	↓
Rest of Surrey	22	22	0	↔
Membership Total	**7129**	**7104**	**-25**	↓

There has been a slight decrease in membership over the year. Although many members were recruited during the year, the main reason for the net loss of members was that the General Data Protection Regulation (GDPR) came into effect on 25th May 2018 and this required the Trust to contact all members advising of its GDPR policy and what information was held. We also requested up to date information including email addresses and had to advise how to cancel their membership should they no longer wish to be a member. Overall the Trust fared well due to the recruitment campaigns held during the year that helped to reduce the impact on membership numbers.

7 Members' Health Events

A full programme of Members' Health Events was developed to encourage engagement with Trust Members and provide an opportunity for Members to meet their Governors. The following events have taken place to date:

- Infection Control
- Colorectal Services
- Grave Talk
- Cancer Services and Support Groups
- Annual Members' Meeting

A programme for 2019 is currently being developed.

8 Other Actions from Action Plan

Engagement with Members via Email and Telephone

Engagement with members has further improved over the past year. Members welcome regular updates from the Membership Office and are happy to share their views/comments and come along to health events.

Recruiting Members

This year the Membership and Engagement Manager attended Woking Careers Fair and NW Surrey CCG AGM in order to recruit members as well as represent the Trust. With the support of Danny Sparkes the Membership and Engagement Manager held a recruitment stand during the NHS 70th anniversary celebrations at the Trust and during work experience week for students from the Royal Holloway, University of London.

On-Line Recruitment

During the period 1 November 2017 to 31 October 2018, 29 members of the public visited the Trust's website and navigated to the Members' page to complete the on-line application form to enrol as a member.

9 Forward Plan

- Continue to focus on recruitment;
- Concentrate recruitment efforts in the marginally underrepresented areas of Hounslow, Kingston-upon-Thames and Richmond-upon-Thames.
- To increase membership in the 14-16 and 30 – 39 age groups.
- Develop a full calendar of health events for 2019.
- Continue to increase membership engagement.
- Recruit new members to the Group.

10 Recommendation

The Council is asked to approve the Annual Report from the Membership and Community Engagement Group and the Terms of Reference. The Council should also confirm membership of the Group going forward.

Ashford and St. Peter's Hospitals NHS
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Membership and Community Engagement Group of the Council of Governors Terms of Reference

1. Constitution

The Council of Governors hereby resolves to establish a sub-group called the **Membership and Community Engagement Group**. The Group has no formal powers, other than those specifically delegated in these Terms of Reference.

2. Authority

The Group is authorised by the Council of Governors to undertake any activity within its Terms of Reference and report back to the Council of Governors.

3. Membership

The Committee will be appointed by the Council and will consist of no less than 6 members and no more than 10; to include at least two Public Governors and one Staff/Appointed Governor.

Co-opted members include:

- Membership and Engagement Manager
- Head of Communications
- Communications Manager

Other Executive and Non-Executive Directors may attend as required. The Committee may invite other participants to attend as required.

4. Chair

The meeting will be chaired by a Governor.

5. Attendance

Members of the Group should attend a minimum of 50% of the meetings.

Other managers may be invited to attend meetings for specific items.

6. Quorum

The quorum will be 4 members, 2 of whom must be public governors.

7. Frequency and Conduct

The Group should meet at least 4 times a year but no more than 6 weekly.

8. Secretary

The Membership and Engagement Manager will act as Group Secretary.

Papers to be circulated one week in advance of meetings.

9. Duties

The Group has no executive powers, and exists to advise and assist the Council in achieving its functions.

On behalf of the Council of Governors, the Committee will:

- Oversee the development of the Trust's membership (including public and staff members), and advise on ways in which the membership can be developed to be truly representative of the local population;

- Promote the development and implementation of an engagement plan to ensure effective two way communication with members, engagement at a constituency level and effective members' engagement with the Trust;

- Work with the Head of Communications/Communications Manager in developing a members' magazine;

- Establish, develop and promote partnership between the Trust, the membership, the local community and other local stakeholders to serve the best interest of the patients and public;

- Ensure that the role of governors as 'ambassadors' of the Trust is maximised.

In carrying out these tasks, the Group will ensure that the principles of equality and diversity are applied.

9.1 Membership Development

9.1.1 Adopt, review and recommend to the Board of Directors for approval, the Trust's membership strategy and receive regular reports on its implementation;

9.1.2 Highlight any barriers to the membership of the Trust, so that membership is open to all people who are eligible to join. Ensure that any barriers to membership are addressed and removed;

9.1.3 Comment on the Trust's annual report on membership for approval by the Council of Governors and submission to Monitor as part of the Trust's reporting arrangements;

9.1.4 Work with the Head of Communications to develop a members' magazine;

9.1.5 Focus on encouraging membership amongst 'hard to reach' groups.

9.2 Engagement

9.2.1 Monitor progress against the Trust's Membership Strategy and assure the Council of Governors that arrangements for communicating with its members meet all necessary standards and policies and procedures.

9.2.2 Identify ways in which the Council of Governors can increase its level of engagement with members and within constituencies and ensure that actions are taken to increase the level of engagement.

9.2.3 Advise the Council of Governors and the Board of Directors of any further actions that the Group feels should be taken to benefit members of the Trust or to attract further members.

9.2.4 Seek ways to ensure that members are involved in service planning and development.

9.2.5 Assist the Trust Chairman in engaging with members to support initiatives to meet broader Trust objectives when and where required.

9.3 Ambassadorial Role

Ensure that the Council of Governors takes all opportunities to promote the Trust to the local community as both a hospital of choice and employer of choice.

9.4 Stakeholder Engagement

To support the Trust in its implementation of its Communications and Engagement Strategy by seeking to engage new local community organisations in membership.

9.5 Governor Development

Review, monitor and promote Governor development and engagement; individually and collectively.

10. Reporting lines

The Group will report to the Council. The minutes of meetings will be formally recorded and submitted to the Council of Governors. The Group will, at least once a year, review its own performance and Terms of Reference to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to the Council of Governors for approval and for the agreement of a future work plan.

11. Monitoring

The effectiveness of the Group will be monitored by the Council of Governors via the receipt and discussion of minutes

Approved by Council

Date: November 2018
Review: December 2019