**COUNCIL OF GOVERNORS**
**5th June 2019**

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| **TITLE** | **Membership and Community Engagement Group Report** |
| **EXECUTIVE SUMMARY** | The minutes of the meeting of the Membership and Community Engagement Group held on 17th April 2019.<br><br>Matters discussed in the meeting included:<br><br>• Membership Report<br>• Membership Action Plan<br>• Communications Update including the Community Day<br>• Council of Governor Elections 2019 Update |
| **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:** | June 2019 |
| **Decision:** | For Noting |

**Membership and Community Engagement Group**
**17 April 2019**

**Room 1, Postgraduate Education Centre, St. Peter's Hospital**
**2.00 pm – 3.30 pm**

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| **PRESENT:** | Simon Bhadye | SB | Public Governor, Spelthorne |
| | Chris Marks | CS | Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead |
| | 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:** | | | |
| | Laura Creaby | LC | Communications Manager |
| | Anu Sehdev | AS | Membership and Engagement Manager |
| **APOLOGIES:** | Lilly Evans | LE | Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead |

**MEG 10/19** **Apologies**

Apologies as listed above.

**MEG 11/19** **Minutes from Previous Meeting**

The minutes from the previous meeting held on 13 April 2019 were agreed as a correct record. The updated log was NOTED.

**MEG 12/19** **Matters arising**

Council of Governor Elections 2019
Danny advised that she had not had a chance to speak to the church in Elmbridge but would now share the election posters with the personnel there.

Woking Community Hospital
Chris advised that he had visited Woking Community Hospital and was advised that there were two rooms available which only accommodated up to 20 people each. The Group agreed that it was not worth holding a members' event there due the lack of capacity.

Asian Community
Danny advised she would be asking her acquaintance if she could present at LIASE's meeting in May to talk to the ladies about being a Governor.

The Membership and Engagement Manager passed around posters publicising the Council of Governor elections. The Group discussed other ways they could advertise the elections and Chris advised he knew of a retired Pharmacist that could be approached. The Group further considered placing posters in their local pharmacies and every member of the Group agreed to approach their local pharmacy to do this. In areas where elections were not being held membership applications could be displayed instead. Bhagat requested further copies of the A4 membership application forms. **CM** **All** **AS**

The Group considered supermarkets could also be used to publicise the elections using their noticeboards. It was agreed that each Group member would speak with their local supermarkets and ask if posters could be displayed. **All**

Bertie agreed to approach her Synagogue and Bhagat agreed to approach his Gurdwara. The Group added local libraries to the list. **BS & BR** **All**

**MEG 13/19** **Membership Report**

The Membership and Engagement Manager was pleased to advise that this quarter had seen a further increase in membership with 71 members being recruited. Aall constituencies had seen an increase with the constituency of Hounslow, Kingston-upon-Thames and Richmond-upon-Thames seeing the largest increase of 16 new members. It was further advised that 36 members had been lost during the same time period with 25 of the 36 being deceased.

The Membership and Engagement Manager updated the Group on progress with the members' events advising that the Dementia event already had reserved 52 places and the End of Life event had 41 places reserved.

The Membership and Engagement Manager advised that arrangements for the Annual Members' Meeting were now underway with many of the stands being finalised. The stands for the LIVI app and Sun Protection were highlighted. Chris mentioned that he had acquaintances at Cancer Research UK who had links with Nivea products. Although the Trust could not promote brands/products it was agreed that the Membership and Engagement Manager would share this information with Natalie Green-Prestage, Skin Cancer Nurse, who was leading on the stand. **AS**

The Membership and Engagement Manager advised that the main topic for the Annual Members' Meeting was yet to be decided by the Chief Executive and Chris suggested that the Long Term Plan might be an idea. Danny considered that the topic would be clinical and mooted the idea of Stroke; showcasing the Hyper Acute Stroke Unit (HASU).

Finally, the Membership and Engagement Manager advised that she was hoping to have a recruitment stand to coincide with National NHS Day on 5th July which would not only be utilised to recruit new members but also to generate interest in the forthcoming Council of Governor elections. The Group considered this to be a good idea and the Membership and Engagement Manager invited Group members to take part in this initiative. **All**

**MEG 14/19** **Membership Action Plan**

The Membership and Engagement Manager advised all actions were up to date and highlighted that there had been good attendance at Trust Board with five members of the public attending.

**MEG 15/19** **Communications Update**

The Communications Manager advised that the Spring edition of Aspire was currently with the printers and distribution was envisaged in the next week or so.
The Communications Manager highlighted the forthcoming Community Day which was taking place on Saturday 6th July and shared the poster with the Group. It was advised that local newspapers, radio and borough councils had been asked to highlight the event. The Communications Manager advised that the plan was to open the doors to the local community and allow them to walk around freely and to engage with them. There would be a wall where attendees could share

their suggestions and experiences. Ward and clinical areas would be excluded from this event. A number of stands would be in position highlighting specific areas and it was highlighted that the Membership and Engagement Manager had agreed to take part. The Membership and Engagement Manager added that she would be looking for volunteers to help on the day. Danny agreed to take part. **All**

Chris queried whether there was anything in place to help engage with teenagers. It was advised that there would be interactive stands, CPR demonstrations and Trust themed merchandise. Staff would be on hand to talk about their roles and generate interest in an NHS career. Chris highlighted the Bletchley Park interactive display which could be tailored to the Trust. For example, we could ask "have you got what it takes to be a doctor / nurse / physiotherapist…". The Communications Manager suggested that attendees could collect a quiz on entering the hospital and walk round to find the answers. Once completed they would be awarded a prize. The Communications Manager thanked the Group for their ideas.

It was confirmed that parking would be free and that the Head of Facilities Support Services had agreed to lift the car park barriers on the day.

The Communications Manager added that a barbeque and face painting for young children would be provided. It was advised that the stands would line the main reception area and follow along the main corridors around the hospital.

Simon advised that prior to the merger Ashford Hospital used to hold similar events, opening the doors to members of the public.

The Communications Manager highlighted the Team ASPH blog which had been introduced. The Medical Director would be doing the next one which was out this week. Future blogs would be undertaken by other members of staff and that, potentially, Governors could feature as guest bloggers.

The Communications Manager advised that the Trust had featured in a number of awards. The Research and Development Team had won an award in the Research and Development awards in February for having the best research tool. They had also been highly commended in two further awards; one for the team and one for a doctor. It was further advised that the Trust had been shortlisted in five patient awards including one for "Project Joey" and other areas - in infection, safety and medication safety. The finalists would be decided in July. The Communications Manager was pleased to advise that these had been reported to the local Press and had been picked up by them.

The Communications Manager touched upon the new board appointments with James Thomas now being the Chief Operating Officer and Tom Smerdon, Director of Strategy and Sustainability.

The Communications Manager advised that although stories were shared with the Press, often good stories were not always reported. Chris offered to post any stories on LinkedIn if they were shared with him.

The Communications Manager advised that the summer edition of Aspire was scheduled for 10th July and this would include a mention of the Community Day.

**MEG 16/19** **Council of Governor Elections 2019 Update**

The Membership and Engagement Manager updated the Group on the actions undertaken so far in publicising the forthcoming elections. The Membership and Engagement Manager advised that she had spoken with George Roe, Chief

Operating Officer of North West Surrey Integrated Care Services, about how screens in GP waiting areas could be utilised for pop up messages and it was agreed to provide messages that could be used over the summer period.

It was also advised that the Appointed Governors from Borough Councils had been contacted and Deborah Hughes had already forwarded this information to the Woking BC Communications Team. The Membership and Engagement Manager advised that Woking BC's Communications Manager had agreed to share election details in the next magazine going out in May. The Community Connector for Communities Engagement Team serving Spelthorne BC had published election details in the April edition of its noticeboard email bulletin.

The Membership and Engagement Manager advised that both Keith Bradley and Brian Catt had agreed to approach local churches in Woking and the Lower Sunbury Residents Associations respectively.

It was advised that Iftikhar Chaudhri had agreed to take part in the recruitment stand on 5th July when information about the Governor role would be shared.

Finally, it was advised that the Spring edition of Aspire would feature an article around the elections.

**MEG 17/19** **Any Other Business**

The Membership and Engagement Manager agreed to share the date of the date of the next Pride in Nursing and Midwifery Day. **AS**

Bertie shared the initiative in Maternity where a chaplaincy volunteer had been introduced. She also advised that Laurence Gamlen, Lead Chaplain, had now ensured that no one died alone. A representative from the Chaplaincy Team would be made available when a patient had no close friends or relatives.

Simon asked for additional posters publicising the Council of Governor elections. **AS**

**MEG 18/19** **Further meeting dates for 2019**

Wednesday 10 July, 2-4 pm in Room 1, Postgraduate Education Centre
Wednesday 11 September, 2-4 pm in Executive Purple Room *
Wednesday 20 November, 2-4 pm in Executive Purple Room *

*please note change of venue

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 | |
|---|---|---|---|---|---|---|---|
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Approach retired Pharmacist about becoming a Governor | **CM** | 10 July | | |
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Speak to local pharmacies asking them to display election posters | **All** | 10 July | | |
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Send Bhagat A4 application forms | **AS** | ASAP | Complete | ✔ |
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Speak to local supermarkets asking them to display election posters | **All** | 10 July | | |
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Approach Synagogue and Gurdwara asking them to display election posters | **BS & BR** | 10 July | | |
| 17.4.19 | **MEG-12/19** | **Matters Arising** | Speak to local libraries asking them to display election posters | **All** | 10 July | | |
| 17.4.19 | **MEG-13/19** | **Membership Report** | Speak to Nicola about Chris' contact in Cancer Research UK | **AS** | 10 July | | |
| 17.4.19 | **MEG-13/19** | **Membership Report** | Volunteers for the recruitment stand on 5th July – National NHS Day | **All** | ASAP | | |
| 17.4.19 | **MEG-15/19** | **Communications Update** | Volunteers for the Community Day | **All** | ASAP | | |
| 17.4.19 | **MEG-17/19** | **Any Other Business** | Share the next Pride in Nursing and Midwifery Day | **AS** | ASAP | Complete – 10 May 2019 | ✔ |
| 17.4.19 | **MEG-17/19** | **Any Other Business** | Send posters to Simon | **AS** | ASAP | Complete | ✔ |