Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
4th December 2019

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 10th September 2019. Matters discussed in the meeting included: • Membership Report • Membership Action Plan • Communications Update • 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:	December 2019
Decision:	For Noting

Membership and Community Engagement Group
10 September 2019

Room 1, Chertsey House, 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
	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:	Sal Maughan	SM	Associate Director of Corporate Affairs and Governance
	Anna Scott	ASc	Joint Head of Communications
	Julia Stevenson	JS	Communications Manager
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 29/19 **Apologies**

None

MEG 30/19 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 10 July 2019 were agreed as a correct record. The updated log was NOTED.

MEG 31/19 **Matters arising**

Bhagat to advise when the next festival is taking place
Bhagat advised that he had visited local libraries and GP surgeries and found there to be little interest in the elections. He found results more encouraging at the local temple. He advised there were three events taking place at the temple and these were:

- 27 October – Diwali celebrations
- 14 April – Vaisakhi
- Mid July – sponsored walk

Seek advice from colleagues at other Trust about Facebook/Twitter for Governors
The Membership and Engagement Manager advised that how we engaged with our members and gained feedback was now part of a larger piece of work which came under the umbrella of the work the Trust was doing with Well North and the Director of Transformation and Sustainability's work to model the Trust on becoming an anchor institution. The Group discussed how members' events and the Annual Members' Meeting were used to engage with members. Previously walk-in "surgeries" had been trialled without much success. Danny Sparkes added that members of the public had little interest in hospitals generally, until the services had to be utilised. Simon Bhadye added that he had also tried spreading

the word at his Rotary Club without much success.

The Associate Director of Corporate Affairs and Governance expanded on the work being undertaken by Well North and how the Membership Strategy would align with this work. Well North was experienced in understanding where the opportunities were and included local schools and employers.

Lilly Evans considered that the hospital rebuild/expansion was a perfect opportunity to engage with the public to encourage them to actively shape services. Lilly added that newly elected Governors had little experience of being involved in Council of Governor committees/groups and should be encouraged to participate more. The Group considered that Governors were asked to take part in many meetings/events and Bertie Swan added how surprised members of the public were that Governors were not paid.

Chris Marks considered that membership numbers were relatively a small proportion of the Trust's catchment population or the numbers of patients that went through A&E and attended outpatient clinics. The Membership and Engagement Manager agreed this was the case and was similar at other trusts although Ashford and St Peter's was fortunate that membership numbers increased every year. Bhagat advised that he had struggled to recruit new members from his friends and acquaintances as they were often referred to other trusts.

The Group discussed how Aspire could be utilised to communicate with members and also the use of the Trust's Facebook and Twitter accounts. Simon Bhadye considered that the public would be interested should any changes to the NHS result after Brexit, for example the potential medication shortage.

MEG 32/19 **Membership Report**

The Membership and Engagement Manager was pleased to advise that membership numbers had increased by 89 over the period of just two months and this was mainly due to the publicity around elections, recruitment events and individual Governors handing out membership forms to acquaintances.

The Group spoke about using estate agents, local building firms – Cala and Bellway, and retirement homes such as Sunrise. Bertie Swan agreed to take membership forms to Sunrise of Weybridge and Lilly Evans to Martin Flashman, her local estate agents. Whitely Village for the over 55's was another option. **BS LE**

The Associate Director of Corporate Affairs and Governance advised that Lord Mawson, Chair of Well North, had shared how borough councils and new homes were included in their remit and how he would often take leaflets with him when approaching these organisations.

Lilly Evans referred to members' events and how they could be used to raise awareness and dispel hysteria. She highlighted how opioids had been in the news recently and Chris Marks added that it had been advised that 500,000 people were dependent on opioids and that they were often over prescribed. Lilly considered that Orthopaedics was another good topic as women were afraid of taking HRT due to potentially increasing their chances of other complications. However, HRT was considered to help to maintain bone density. The Associate Director of Corporate Affairs and Governance considered back pain was also a concern for many.

The Associate Director of Corporate Affairs and Governance referred to the maternity advice line that had been set up by two midwives providing advice to

expectant mothers which had been hugely successful. The Group was surprised they had not heard about this service and that there was no mention in Aspire. Lilly considered the issue with the lack of staff could be resolved when dealing with preventable conditions by offering advice and Chris considered advice lines could be utilised here.

The Associate Director of Corporate Affairs and Governance advised that she was overseeing the Intranet and Internet provision and was looking at whether a members' corner could be set up on the internet to add further value to the existing members' pages. It was suggested that a members' portal could be set up to encourage engagement between Governors and members. Of course GDPR regulations would need to be taken into account and as yet the Associate Director of Corporate Affairs and Governance was unsure whether this was possible. Simon Bhadye discussed the possibility of access to the Intranet for Governors and the Associate Director of Corporate Affairs and Governance considered there may be a technical issue why only staff were able to access but agreed to look into this. **SM**

The Associate Director of Corporate Affairs and Governance considered reviewing the Membership Strategy including details of being an anchor institution would be a start. Further emphasis on how young people would be engaged with would also be included and the Trust would continue and expand upon its presence in schools during careers events. Lilly Evans considered that new Governors needed to understand the requirement to engage with the public. Chris referred to the Governors' statutory requirements and how it was a good opportunity to reshape what the Governors did.

Simon advised he had spoken with a number of students advising them on career paths in the NHS and Chris considered priority work placements could be offered to members as an incentive.

The Associate Director of Corporate Affairs and Governance agreed to speak with the Director of Transformation and Sustainability about the ideas discussed and how these aligned with the work being done with Well North. **SM**

Bertie considered that Trust representatives going into schools needed to have a degree of "street cred" and that older Governors may not have the same impact.

MEG 33/19 **Communications Update**

Anna Scott, Joint Head of Communications, introduced Julia Stevenson the new Communications Manager. Julia advised she had 20 years of experience in communications. More recently she had been working as a health care assistant at the Trust as she wanted to try something completely different. This was when she saw the vacancy in Communications and decided to apply for it.

The Joint Head of Communications referred to current communication projects which included the Integrated Assessment Unit, the Flu campaign and the work on the new build. The first part of the build was the new multi-storey car park and staff and the public were being kept updated on developments so they could locate the appropriate areas to park. Communications included signage and information being sent out in appointment letters.

The Joint Head of Communications advised that the new style internal team talks had now taken place at both sites and had been positively received. Talks were streamed live so that those members of staff who could not attend, could watch and listen at their desk. Live streaming was expensive so it was agreed to keep an eye on take-up to ensure it was worth the expense. Lilly Evans suggested

using the Periscope app which kept the feed for two days. The Joint Head of Communications added that the IT team was working with the Postgraduate Education Centre to improve set up, sound and audio visuals.

Simon Bhadye advised that he was looking for someone to come to the League of Friends AGM in October to talk about the new build. The Joint Head of Communications advised that Chris Bell, Director of Facilities and Estates, had a script outlining what was happening. Chris Marks advised that car parking concerns had been raised when he had recently spoken with the Woking Asian Ladies Group. They had welcomed the plan to build a new A&E.

The Group considered it important that the closure of either Weybridge or Woking hospitals, when decided, needed to be communicated.

Bertie Swan understood the most common concern raised in complaints or PALS was the lack of, or inadequate communication. The Joint Head of Communications advised that the Deputy Chief Nurse and Head of Patient Experience and Involvement were working hard to ensure staff were dealing with concerns as they arose and to resolve them there and then.

Danny Sparkes considered there was a lot of "NHS speak" used and communications needed to be in a language the vast majority understood. The Associate Director of Corporate Affairs and Governance advised that her expectations were that corporate messages should be tailored to the audience. The Joint Head of Communications advised that important information was shared via weekly messages.

The Joint Head of Communications advised that the summer edition of Aspire had been finalised and would be despatched in the next couple of weeks. Items included the Community Day, the Annual Members' Meeting, Council of Governor elections, Well North, Dragons' Den and an item entitled "What Matters To You".

Simon queried whether there was a regular members' update in Aspire and it was advised that the last two pages were usually allocated to Membership. It was considered that a Governor could be nominated for each edition to talk about what they had done over the last few months, almost like "A Day in the Life of". Danny queried whether the Cinderella play had been mentioned and it was confirmed that it was.

The Group thanked the Joint Head of Communications for her update.

MEG 34/19 **Council Elections 2019 Update**

The Membership and Engagement Manager updated the Group on the actions undertaken and advised how a lot of interest had been generated due to the publicity campaigns.

MEG 35/19 **Any Other Business**

Lilly Evans reiterated the statutory duties of Governors and how shadowing opportunities should be taken up by Governors. Bertie Swan considered Danny Sparkes' email to Governors had reinforced the need to shadow existing Governors in groups/committees. Simon Bhadye reminded Group members that eight Governors would be coming to the end of their three terms and how Governors used to be mentored by the non-executive directors. The Associate Director of Corporate Affairs and Governance advised that the non-executive directors lacked time as already they were doing more than they were contracted to do. Chris Marks highlighted that the Governors' main task was to "hold the

non-executive directors to account for the performance of the Board". The Group considered that new Governors could shadow existing Governors and that leaving Governors may be called upon for their expertise if they were agreeable.

MEG 36/19 **Date of Next Meeting**

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	
10.7.19	**MEG-22/19**	**Membership Report**	Find out when the next Careers Day is taking place at the Trust	**AS**	11.9.19	Provisional date of 13th February 2020	✔
10.9.19	**MEG 32/19**	**Membership Report**	Take application forms to Sunrise of Weybridge	**BS**	ASAP		
10.9.19	**MEG 32/19**	**Membership Report**	Take application forms to Martin Flashman, Estate Agents	**LE**	ASAP		
10.9.19	**MEG 32/19**	**Membership Report**	See whether Governors could access the Intranet	**SM**	20.11.19	Staff can only access the Intranet whilst on Trust grounds or remotely when issued with remote access which incurs an additional expense. It was considered that Governors would not benefit from accessing the Intranet as messages are geared towards staff. When messages are considered to be relevant these are to be forwarded to Governors as well as the weekly messages which are currently sent.	✔

10.9.19	**MEG 32/19**	**Membership Report**	Speak to the Director of Transformation and Sustainability about the ideas discussed around involving young people, engaging with the public to align with the work being undertaken with Well North and becoming an anchor institution.	**SM**	20.11.19	As discussed, this is part of an ongoing, wider piece of work which will incorporate ways of improving how the Trust engages with members of the public. It will continue to be a focus and will be discussed as the project rolls out.	✔