Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
4th December 2019

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 four members* and is looking to recruit more members.
The Membership and Community Engagement Group is asked to:	Review the report and approve the terms of reference. Approve the Annual Report and approve the revised Terms of Reference and on-going membership of the Committee so it can be tabled at Council.
Submitted by:	Danny Sparkes, Public Governor for Runnymede, Surrey Heath, Windsor and Maidenhead and Chairman of the Membership and Community Engagement Group
Date:	December 2019
Decision:	For Approval

*Two of the six members have now come to the end of their term as Governor

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group: Review of the Year – December 2018 to November 2019

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:

13th February
17th April
10th July
10th September

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	3	4
Lilly Evans	Public Governor, Runnymede, Windsor & Maidenhead	1	4
Chris Marks	Public Governor, Runnymede, Windsor & Maidenhead	4	4
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 elected Danny Sparkes, as the Chair of the Group in November 2019.

4 Progress/Achievements

During the year the Group has:

- Regularly reviewed the membership action plan;
- Helped to increase membership numbers especially increasing young member numbers;
- Arranged a successful Annual Members' Meeting;
- Engaged with members and non-members in various ways to encourage interest in the Council of Governor elections with record nominations and seats being contested in five out of the six constituencies (there were 4 public and 2 staff elections);
- Continued with the success of Members' Events with venues being at full capacity;

- Took part in the Trust's first in-house Careers Day and recruited young members;
- Took part in the Trust's first Community Day engaging with members of the public and recruiting new members;
- Held successful recruitment events throughout the year;
- 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
- Reviewed and supported the development of quarterly editions of Members' Matters.

5 Terms of Reference

One minor change (9.1.3).

6 Membership

	NUMBER OF PUBLIC MEMBERS AS AT 31/10/18	NUMBER OF PUBIC MEMBERS AS AT 31/10/19	INCREASE / DECREASE	
Elmbridge	583	629	+46	↑
Hounslow, Kingston and Richmond Upon Thames	1178	1204	+26	↑
Runnymede, Surrey Heath and Windsor & Maidenhead	1479	1524	+45	↑
Spelthorne	1820	1823	+3	↑
Woking and Guildford	2022	2064	+42	↑
Rest of Surrey	22	24	+2	↑
Membership Total	**7104**	**7268**	**+164**	↑

It has been a good year for recruitment with 370 members being recruited. However, 206 members were also lost during the same time frame, with the vast majority (129) being deceased. The work with the election campaign and recruitment drives has resulted in a net increase of 164 members.

7 Members' 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:

- Dementia Services
- End of Life
- Annual Members' Meeting

A programme for 2019 is currently being developed.

Other Actions from Action Plan

<u>Engagement with Members via Email and Telephone</u>

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 Trust held its first Careers Fair for local schools and Governors held a stall to recruit new members. Further recruitment stands were held on NHS Day and the Community Day in July. A recruitment stand was also held when students from the Royal Holloway, University of London, attended the work experience day in June.

Several Governors have also recruited new members through acquaintances and their local constituents, namely Danny Sparkes, Bhagat Singh Rupal and Bertie Swan.

On-Line Recruitment

During the period 1 November 2018 to 31 October 2019, 106 members of the public completed the on-line application form to enrol as a member after visiting the Trust's website.

8 Forward Plan

To develop an overarching strategy which aligns with and supports the Trust's ambition to become an anchor institution, through its work with Well North Enterprises. This will include:

- 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 and
- Continue to increase membership engagement
- Keep under review the work to become an anchor association with the work being undertaken with Well North Enterprises

9 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 Foundation Trust

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 NHS Improvement ~~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 2019
Review: December 2020