Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
4th March 2020

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 12th February 2020. Matters discussed in the meeting included: • Membership Report • Membership Action Plan • Communications Update • Careers Fair at Ashford Hospital • New Group members
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 12th February
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede, Windsor and Maidenhead
Date:	March 2020
Decision:	For Noting

Ashford and St. Peter's Hospitals
NHS Foundation Trust

Membership and Community Engagement Group
12 February 2020

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

PRESENT:	Lilly Evans	LE	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
	Shirley Holmes	SH	Public Governor, Woking and Guildford
	Colin Hood	CH	Public Governor, Spelthorne
	Chris Marks	CS	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
IN ATTENDANCE	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Bertie Swan	BS	Public Governor, Elmbridge

MEG 01/20 **Apologies**

As noted above.

MEG 02/20 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 10 September 2019 were agreed as a correct record.

Since the meeting scheduled for 20 November had to be cancelled due to lack of quorate, the Annual Report for Council and Chairmanship of the Group were agreed with Group members via email. It was confirmed that Danny Sparkes would continue as Chair of the Group.

MEG 03/20 **Matters arising**

The updated log was NOTED.

MEG 04/20 **Membership Report**

The Membership and Engagement Manager presented highlights from the report advising that although there had been a small overall reduction in members, the graph highlighted a large increase in members for the months July to October. This was mainly due to the increase in communications during the elections. It was also pleased that there had been a 50-75% increase in members joining via the on-line application form during the last two quarters. This evidenced that many more people were visiting the Trust's website and navigating to the membership pages.

A breakdown of members lost was provided in the report. Shirley Holmes queried what the reasons were for people opting out. The Membership and Engagement Manager advised that she often spoke or emailed members that wished to opt out

to ask them this and get them to remain members. However, often members just wished to opt out as they either felt they did not have any time to devote to membership or things had changed in their circumstances. They often just wanted to reduce communications dropping into their email boxes.

Colin Hood referred to the voting turnout figures and the Membership and Engagement Manager advised that they had improved upon last year's figures and this was mainly due to all public members receiving ballot papers with the option to vote electronically should they wish. Postal votes were much higher than electronic votes but this remained an expensive way of conducting elections and the cost versus gain would need to be reconsidered when elections came up again in two years' time. Shirley Holmes advised that the publicity in her local newspaper was the first time she had learnt about the elections and considered it had been a worthwhile exercise.

Shirley Holmes mentioned the NHS Providers Core Skills course she attended the previous week and how she was amazed to learn that governors from other trusts did not receive the same level of communications as the governors did at Ashford and St Peter's. Governors from other trusts talked about how they felt unwelcome and a hindrance.

MEG 05/20 **Membership Action Plan**

The Membership and Engagement Manager ran through the Membership Action Plan advising that these correlated to the Membership Strategy. A new action had been added under the "Events and Member Involvement" section and this outlined the Group's support for the Trust's ambition to become an anchor institution, through its work with Well North Enterprises.

The Group discussed how maintenance of the hospital buildings was very important and how this created confidence in the patient that patient care was of the utmost importance. The League of Friends and finding out about the work they were doing and how this could be supported came up. It was agreed to invite representatives from both hospitals to come to one of the Group's meetings. **AS**

The Group then turned to members' events and the Membership and Engagement Manager advised that she would discuss events with the Director of Strategy and Sustainability to ensure they correlated with the Trust's vision in reference to becoming an anchor institution. Shirley Holmes queried whether the events took place at both sites and it was advised where possible they did, but often clinicians were based at St Peter's and it was easier to get them to commit to an event at St Peter's. However, the Annual Members' Meeting was always alternated. Shirley queried whether members were asked what they wanted and it was advised that feedback forms provided an opportunity for members to include ideas for future events. Chris Marks suggested that a few subjects could be sent to members asking them to vote on their preferred choices. The Group suggested the following subjects were worth considering: **AS**

- Stroke Services
- Mental Health
- Diabetes
- Cardiology

MEG 06/20 **Communications Update**

The Membership and Engagement Manager advised that Laura Creaby, Communications Manager, had provided a list of initiatives that were currently in

the pipeline and these were:

- The recent outbreak of Norovirus – communications around visiting restrictions.
- Coronavirus (now Covid 19) communications using guidelines from Public Health England.
- Next edition of Aspire to be published the following week.
- ePR (Electronic Patient Record) – being launched at the end of April 2020. The Communications Team was working with the Royal Surrey and Surrey and Sussex hospitals to create a brand name together.
- Ryalto – new staff communication app being launched in March. This would be a great way to share updates and news from across the Trust.
- A date for the next Community Day was to be decided in the next couple of weeks and planning would then commence.

The Group advised they had been very impressed with David Fluck, Medical Director's recent radio interview on the radio regarding Norovirus.

MEG 07/20 **Careers Fair – 13 February 2020**

The Membership and Engagement Manager advised that Chris Marks, Neal Adolphus, Colin Hood, Edwin Addis and that Danny Sparkes would be assisting with the careers fair the following day. Currently 255 people (147 of these were students) had registered to attend. The event was to take place from 4.30 to 7.30 pm in the Education Centre at Ashford Hospital. It was advised that an Aide Memoire had been forwarded to the Governors that had agreed to take part.

MEG 08/20 **New Group Members**

The Membership and Engagement Manager advised that Hina Malik, Public Governor for Hounslow, Kingston-upon-Thames and Richmond-upon-Thames, had approached her expressing her interest in joining the Group but that she was unable to make the 2pm start time due to her commitments as a teacher. The Membership and Engagement Manager asked the Group if it would be possible to start the meeting later at 4pm. Group members agreed that they would be able to make meetings if they started at 4pm but that the meetings would need to take place at St Peter's Hospital. The Membership and Engagement Manager agreed to look into moving the meetings to the later slot. **AS**

MEG 09/20 **Any Other Business**

Chris Marks highlighted the next edition of Aspire and how the careers event, tours by members of the Patient Experience Group, Pharmacy and Wellness Centre could feature. The Nursery was considered particularly news-worthy due to it being a centre of excellence, allowing for a safe environment for the children of staff and leading staff retention.

MEG 10/20 **Date of Next Meeting**

Wednesday 15 April, 4-5.30 pm in Lilac Room, Postgraduate Education Centre, St Peter's Hospital. Shirley Holmes gave her apologies for this meeting.

Danny Sparkes and Colin Hood advised that they were both unable to make the meeting on 8 July and it was suggested this meeting could be moved to 1 July. All Group members were able to make this date and the Membership and Engagement Manager agreed to see if this was possible and to find a room. **AS**

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	
12.2.20	**MEG 05/20**	**Membership Action Plan**	Invite League of Friends reps to meeting	**AS**	1.7.20		
12.2.20	**MEG 05/20**	**Membership Action Plan**	Discuss future events with Director of Strategy and Sustainability	**AS**	15.4.20		
12.2.20	**MEG 08/20**	**New Group Members**	Change timings of meetings and organise venues.	**AS**	ASAP	Complete	✔
12.2.20	**MEG 10/20**	**Date of Next Meeting**	Change meeting date in July from 8 July to 1 July	**AS**	ASAP	Complete	✔