Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
8th December 2021

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 10th November 2021. Matters discussed in the meeting included: • Membership Report • Communications Update • Council of Governor Elections Update • Engaging with New Governors
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 10th November 2021
Submitted by:	Lilly Evans, Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	December 2021
Decision:	For Noting

Membership and Community Engagement Group
10 November 2021

Via Microsoft Teams
4.00 pm – 5.00 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			
Item MEG	Laura Creaby	LC	Deputy Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Hina Malik	HM	Public Governor, Hounslow

MEG 10/21 **Apologies**

As noted above.

MEG 11/21 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 14 April 2021 were agreed as a correct record.

MEG 12/21 **Matters arising**

The updated log was noted.

MEG 13/21 **Membership Report**

The Membership and Engagement Manager presented highlights from the report advising that in the six months, May to October 2021, 32 members were recruited and 123 members were lost during the same timeframe with the majority (99) lost as being deceased.

Shirley Holmes queried whether the notice of election had encouraged people to join the membership and the Membership and Engagement Manager advised that it had but the regular messaging had also led to nine members opting out of the membership.

Colin Hood queried whether the Membership and Engagement Manager used printed membership forms and it was advised there was a supply of printed forms but they were costly to print. These were mainly used in recruitment events at the Trust and in the community. However, every patient received an A4 printed application form as part of their first appointment letter pack and there had been some success in patients signing up to become members. The Trust's website also had an on-line application form which visitors to site could use to sign up. The Membership and Engagement Manager agreed to send the link to the on-line application form to all Governors so that they could encourage their friends and **AS**

family to become members.

Lilly Evans was disappointed that only a few of those that had nominated themselves in recent Council of Governor elections had attended the recent Annual Members' Meeting. The Membership and Engagement Manager advised that in her experience those that nominated themselves for the role of Governor did not always engage prior to their nomination in members' events.

MEG 14/21 **Communications Update**

The Deputy Head of Communications provided an update on recent projects.

The Annual Members' Meeting was highlighted which took place on 3rd November 2021 virtually via MS Teams.

The Communications Team had been involved in publicity around the Healing Arts Programme which looked at improving the hospital environment. The programme had been launched in 2019 before the pandemic and was now picking up pace. Music was the first focus and this included playing music around the hospital areas, for example, a ukulele player in NICU and a musician in areas where there were patients with dementia.

The Deputy Head of Communications advised that the Trust was working with the Lightbox in Woking to secure art from local artists to be displayed in prominent areas. The Time Garden was mentioned and this would be located in the quadrant between Pharmacy and AMU. The Time Garden would be a green space offering peace and tranquillity for terminally ill patients. The garden would also be used as a quiet space for having difficult conversations with patients and between staff. Danny Sparkes advised that she was involved in the re-planting of trees around the hospital sites.

The Deputy Head of Communications referred to the Strategy Refresh which was underway and how the Communications Team had supported engagement through break-out sessions and collating feedback through the survey which would be closing on 12th November. It was agreed to send Governors the link to the survey. Two more virtual sessions were being planned for December when the updated Strategy document would be shared. **AS**

Chris Marks queried how many of the membership had responded to the survey and the Deputy Head of Communications advised that the survey had been shared more widely and sent to members as well as members of the public. The aim was to achieve at least 200 responses.

The Deputy Head of Communications advised that the team was supporting the staff health and wellbeing programme. The Staff Achievement Awards had taken place in September and team members were able to attend, albeit in smaller numbers. The Wellbeing Centre at St Peter's Hospital had opened recently and the Deputy Head of Communications and that Danny Sparkes had been one of the first to take a tour of the area. The area was calm and peaceful with comfy chairs, space for break times and included a gym which was free for all staff. The centre would be opened officially in the next few weeks. It was intended to have a similar set up at Ashford Hospital in the new year.

The Deputy Head of Communications advised of the Covid star medal and yearbooks which had been designed by HR and the Communications Team for staff to thank them for their hard work during the pandemic. Harry Gray, artist, had designed the Covid star medal and had previously been a patient at the Trust before the pandemic. A few apprentices had been employed in Birmingham to

make the Covid star medals. The medals and yearbooks had been handed out to staff by the Chairman, Chief Executive, Executives and Non-Executive Directors as well as Danny Sparkes and Harry Gray. It had been a great atmosphere and staff had appreciated receiving the commemorative items. There were still more to get out and the plan was to visit departments in order to reach everyone.

Finally, the Deputy Head of Communications advised that a Members' magazine would be coming out in the new year.

Chris Marks advised that the Group had earlier spoken about how Governors could engage with people in the Trust's catchment area and how the Trust lost many members due them passing away. Chris queried whether the Communications Team could assist with sharing updates using social media to encourage younger people to become members. The Deputy Head of Communications advised that the team had contacts at local colleges, schools and universities and would be happy to meet with the Membership and Engagement Manager to discuss a way forward. Lilly Evans suggested targeting Parents Associations and Colin Hood suggested the NHS Retirement Fellowship **LC/AS**

MEG 15/21 **Council of Governor Elections Update**

The Membership and Engagement Manager advised there had been a good number of nominations in recent elections:

Runnymede, Surrey Heath, Windsor and Maidenhead – 9 nominations for 3 seats
Elmbridge By-election – 4 nominations for 1 seat
Spelthorne By-election – 3 nominations for 1 seat
Staff – Volunteers – 2 nominations for 1 seat
Staff – Admin, clerical, managerial and ancillary – 4 nominations for 1 seat

The election process was currently in the voting stage and voting would close on 18th November with results being published on 19th November.

The Membership and Engagement was pleased to advise that Lilly Evans had nominated herself in the elections but that Chris Marks had decided not to stand again. Of course, Danny Sparkes would be coming to the end of her maximum three terms on 30th November 2021.

The Group thanked Chris and Danny for their commitment to the Group during their time as Governors.

MEG 16/21 **Engaging with New Governors**

The Membership and Engagement advised that an Induction and Training session had been set up for the new Governors to take place on 29th November 2021 and that a few of the existing Governors had been invited to cover the item on the Governor Role. This was an opportunity to share their insight with the new Governors and for the new Governors to raise any queries they had.

The Membership and Engagement Manager invited any existing Governors to attend the session as a refresher.

MEG 17/21 **Any Other Business**

The Membership and Engagement Manager suggested that, since Danny Sparkes and Chris Marks were attending their last meeting and there would be a new cohort of Governors coming into post on 1 December 2021, to postpone discussions relating to the new Chair of the Group. The Group agreed to

postpone the discussion until the next meeting in the new year.

The Group discussed the Lead Governor position. Chris Marks considered that a Governor who had spent some time in the role was best qualified to consider the Lead Governor role. Shirley Holmes added that if a Governor was unsure about putting themselves forward for the role of Lead Governor, there was always the Deputy Lead Governor position to consider. The Membership and Engagement Manager reminded the Group that only public governors could nominate themselves for the role of Lead Governor and there would be 14 public governors in post on 1 December 2021. At least four of the 14 would be new public governors. Any new Governor should not be discouraged from nominating themselves for the Lead Governor role as it was possible that the individual could be a strong candidate and hit the ground running. Of course, it would be up to the rest of the Governors to decide who they considered was best qualified for the role. Danny added that she considered the Chairman and Membership and Engagement Manager provided valuable assistance to the Lead Governor as was the case during her tenure.

The Membership and Engagement Manager advised that nominations for the role of Lead Governor would be invited after the next Council of Governors meeting.

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	
10.11.21	**MEG 13/21**	**Membership Report**	Send link to online membership form to Governors	**AS**	ASAP	Sent 17.11.21	✔
10.11.21	**MEG 14/21**	**Communications Update**	Send link to Strategy Refresh survey to Governors	**AS**	ASAP	Sent 10.11.21	✔
10.11.21	**MEG 14/21**	**Communications Update**	Meet to discuss sharing membership details with educational establishments and using social media	**LC/ AS**	ASAP		