Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
2nd March 2022

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 17th February 2022. Matters discussed in the meeting included: • Communications Update • New Members of the Group • Chair of MEG • Terms of Reference
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 17th February 2022
Submitted by:	Lilly Evans, Chair, and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	March 2022
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
17 February 2022

Via Microsoft Teams
4.00 pm – 5.30 pm

PRESENT:	Miranda Alcock	MA	Public Governor, Woking and Guildford
	Andy Brown	AB	Staff Governor for the Volunteers
	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
	Hina Malik	HM	Public Governor, Hounslow, Kingston-upon-Thames and Richmond-upon-Thames
IN ATTENDANCE			
Item MEG 03/22	Laura Creaby	LC	Deputy Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 01/22 **Apologies**

None

MEG 02/22 **New Members**

The Membership and Engagement Manager welcomed new members to the Group:

1. Andy Brown, Staff Governor for the Volunteers
2. Miranda Alcock, Public Governor for Woking and Guildford

It was also advised that although Hina Malik had been a member previously this was her first meeting.

MEG 03/22 **Communications Update**

The Deputy Head of Communications updated the Group on the work the Communications Team had undertaken during the last three months.

The Deputy Head of Communications advised that the Omicron variant had taken up the main effort and this included ensuring communications with regards to visiting restrictions, Infection Prevention Control and lateral flow tests for both staff and patients were shared. The Communications Team had supported the Executive Team during this very busy time.

The Deputy Head of Communications referred to communications around the re-opening of the Vaccination Hub for boosters as well as flu vaccinations.

The Deputy Head of Communications advised that events to hand out the Covid Star Medal and yearbooks at the end of 2021 had taken place and the Chairman, Executives, Non-Executive Directors, a few of the Governors and some of our stakeholder representatives had been involved in this.

The Deputy Head of Communications advised that the Staff Wellbeing Hub which housed the gym and provided areas for relaxation had launched before Christmas and the Communications Team had been involved in the communications and engagement around this.

The Deputy Head of Communications advised that the Communications Team had been involved in the Strategy Refresh engagement sessions during the summer of 2021 and was in the process of collating all the feedback before finalising the refreshed document.

The Deputy Head of Communications turned to the Healing Arts project and advised that the strategy was about to be signed off. Many initiatives were underway to make areas more welcoming and more pleasure for both patients and staff. The Nature Works for Health initiative was highlighted where light emitting displays were being purchased to be placed in the Ambulatory Care Unit.

The Deputy Head of Communications advised that a Videographer/Photographer was in the process of being recruited to assist with the production of videos and podcasts. Previously the services had been acquired externally and having someone in-house would not only save the Trust a lot of money but would also bring the flexibility to fulfil requests from all areas of the Trust for such communications. Shirley Holmes considered that Suzanne Rankin's leaving video had been extremely well produced and it was advised that this had been undertaken by an external videographer, the services of which had been utilised on many occasions. The team had expressed what they had wanted and how they wanted the video to capture the spirit of Suzanne.

Miranda Alcock advised that she was new to the Group and that she was interested in patient liaison. The Membership and Engagement Manager advised that the Governors had a Patient Experience Group and the group was now full. The Membership and Community Engagement Group mainly examined ways of engaging with members, be they public, staff or volunteers. The Terms of Reference highlighted further detail on the group's remit. Prior to the pandemic regular events were held where members were invited to listen to talks by clinicians and senior staff on various topics. Recruitment events were also undertaken both at the hospital sites and external venues. Lilly Evans added that these events were extremely successful and would like to see further involvement with hubs, libraries, outposts, for example. Miranda advised that she would like to link in with people in the area of Sheerwater and Lilly recommended she visited the local library to find out what was happening in the area and to join these events. Andy Brown considered it was important to utilise the Strategy Refresh to link in with the community and encourage the public to become members or volunteers. In response to Lilly, the Membership and Engagement Manager advised that posters had been shared with GP practices previously but these were not always displayed on noticeboards. **MA**

MEG 04/22 **Chair of MEG**

Shirley Holmes proposed Lilly Evans put herself forward as Chair due to her interest in membership and Lilly agreed on the provision that Shirley covered the Chair role in her absence. Shirley agreed to do this. The Group unanimously agreed for Lilly to take over as Chair of MEG.

MEG 05/22 **Terms of Reference**

The Membership and Engagement Manager advised that the Terms of Reference had been included in the papers for the meeting which she had shared a week prior to the meeting. Group members advised that they had not gone through these in any great detail and the Membership and Engagement Manager went through them in the meeting.

The Membership and Engagement Manager was pleased to advise that all constituencies were now represented on the Group except for Elmbridge. Lilly Evans considered it was important that the Group had representation from all constituencies and it was agreed the Membership and Engagement Manager would contact the Elmbridge Governors. **AS**

In response to Hina Malik it was advised that the Trust's Constitution stated that anyone 14 and over could become a member of the Trust. Miranda Alcock queried whether a membership application form was included with discharge documentation and the Membership and Engagement Manager advised that it was not but would look into whether this was possible. It was advised that membership application forms had been included with new appointment letters although reducing the number of attachments was an important element of improving how the Trust communicated via appointment letters. **AS**

Lilly Evans advised that she had spoken with the Chairman about having Council of Governors meetings in community locations. Hina Malik considered another option was to find out about events already happening in the community and joining them. The Group would advise of any suitable events in their community Group members could join to share the message around membership. **All**

Hina asked if there were printed application forms available and the Membership and Engagement Manager agreed to forward these to the Group. Lilly considered that events around how to improve wellbeing and prevention would be useful. **AS**

In response to Hina Malik the Membership and Engagement Manager advised that the membership report which formed part of the meeting papers she had shared with the Group highlighted the number of public members by constituency.

MEG 06/22 **Minutes from Previous Meeting**

The minutes from the meeting which took place on 10th November 2021 were noted.

MEG 07/22 **Matters arising**

The updated log was noted.

The Membership and Engagement Manager advised that she was yet to meet up with the Deputy Head of Communications and would arrange a meeting after the Council of Governors meeting in March. **AS**

MEG 08/22 **Membership Report**

The Membership and Engagement Manager presented highlights from the report advising that 49 members had been lost overall during the past three months; 38 of which were deceased. Fourteen members opted out and this was most probably as a result of increased messaging during elections as well as messages generated by the Communications Team. Shirley Holmes queried whether it was possible to ascertain how people joined the membership and the Membership and Engagement Manager advised that although she did not have the breakdown was able to advise that it was about 50% via the website and 50% through completed application forms sent to the office.

MEG 09/22 **Any Other Business**

Colin Hood queried whether there was a briefing sheet for Governors on recruitment and the Membership and Engagement Manager advised that there was and would share it with the Group. **AS**

Lilly Evans referred the possibility of holding a members' event via MS Teams and the Membership and Engagement Manager advised that this had been discussed at the previous Council of Governors' meeting but it was agreed to wait until the pressures had reduced on staff before making arrangements. It was agreed that this would be discussed further with the Interim Chief Executive. Andy Brown considered it important to reassure the public that services had resumed and it was agreed that the Membership and Engagement Manager would speak with the Deputy Head of Communications to highlight this in the next bulletin that would be sent to members. **AS** **AS**

In response to Andy Brown, it was agreed to share the Membership Strategy with the Group. **AS**

The Group discussed having a retrospective event about how the leaving Chief Executive, Suzanne Rankin, had found her time at the Trust. The Membership and Engagement Manager mentioned the Schwartz Round which had taken place in January 2022 where Suzanne Rankin had talked about her time at the Trust. She would ask if this could be shared with the Governors. **AS**

The Group agreed to bring forward the date of the next meeting. **AS**

MEG 10/22 **Date of Next Meeting**

Thursday 21st April 2022, 4-5.30pm

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	
17.2.22	**MEG-03/22**	**Communications Update**	Visit local libraries to find out about local events to talk about membership	**MA**	21.4.22		
17.2.22	**MEG 05/22**	**Terms of Reference**	Email Elmbridge Governors about joining the Group	**AS**	21.4.22		
17.2.22	**MEG 05/22**	**Terms of Reference**	Find out if it was possible to include a membership application form with discharge information	**AS**	21.4.22		
17.2.22	**MEG 05/22**	**Terms of Reference**	Advise of any community events Group members could join.	**All**	ASAP		
17.2.22	**MEG 05/22**	**Terms of Reference**	Share membership application forms with the Group	**AS**	ASAP	Complete	✔
17.2.22	**MEG 07/22**	**Matters Arising**	Arrange a meeting with the Deputy Head of Communications about communicating with educational establishments around membership	**AS**	21.4.22		
17.2.22	**MEG 09/22**	**Any Other Business**	Share aid memoire with Group members around recruiting new members	**AS**	ASAP	Complete	✔
17.2.22	**MEG 09/22**	**Any Other Business**	Discuss potential events with the Interim Chief Executive	**AS**	21.4.22		
17.2.22	**MEG 09/22**	**Any Other Business**	Speak with the Deputy Head of Communications about reassuring members of services resuming in the next bulletin	**AS**	21.4.22		
17.2.22	**MEG 09/22**	**Any Other Business**	Share Membership Strategy with the Group	**AS**	ASAP	Complete	✔

17.2.22	**MEG 09/22**	**Any Other Business**	Ask whether Schwartz Round held in January can be shared with the Governors	**AS**	ASAP		
17.2.22	**MEG 09/22**	**Any Other Business**	Date of next meeting brought forward	**AS**	ASAP	Now arranged for 21 April 2022	✔