Ashford and St. Peter's Hospitals NHS Foundation Trust

Paper 5.3

COUNCIL OF GOVERNORS
8th June 2022

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 21st April 2022. Matters discussed in the meeting included: • Communications Update • Membership Report • Update on Discussion with the Director of Strategy and Sustainability and Bourne Education Trust • Membership Strategy
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 21st April 2022
Submitted by:	Chair of MCEG: Lilly Evans, Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	June 2022
Decision:	For Noting

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Membership and Community Engagement Group
21st April 2022

Via Microsoft Teams
4.00 pm – 5.30 pm

PRESENT:	Mark Adams	MA	Appointed Governor, Runnymede Borough Council
	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 12/22	Luci Allison	LA	Communications Manager
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES	Miranda Alcock	MA	Public Governor, Woking and Guildford
	Frances Ansell	FA	Public Governor, Elmbridge

MEG 11/22 **Apologies**

As noted above.

MEG 12/22 **Communications Update**

The Communications Manager presented highlights from the work being undertaken by the Communications Team.

The Communications Manager advised that there had been a slight reduction in cases of Covid-19 and visitors were now allowed to visit for up to one hour per day. The team had been involved with internal messaging as well as posts on social media.

The Communications Manager advised that one of her first tasks had been to produce the yearbook which accompanied the Covid Medals and recipients had been very pleased with the end result. She was now in the final phase of handing these out. The plan was to target the last remaining recipients by utilising the forthcoming Pride in Nursing and Midwifery Day.

The Communications Manager advised that the Communications Team had been involved with the launch of the EDU Kitchen which had brought catering in-house and a new Head of Catering had been recruited transforming the catering provision at the Trust. Dame Prue Leith had cited the Trust as being an exemplar NHS organisation. The Trust had been put forward for the public sector catering award and had come second. It has also been put forward for a Parliamentary award. The catering provision at the Trust had been mentioned in a number of magazines. The Communications Manager added that delivery vehicles used the old cooking oil.

The Communications Manager turned to the new Time Garden which had been transformed by a landscape gardener and could be used by end of life patients and their families for quiet contemplation. Funding was provided by Friends of Ashford and St Peter's.

The Communications Manager advised that the team had been involved in the communications around Surrey Safe care which would be ready to go live on 16 May 2022. This was a huge programme and regular messaging around ensuring staff had booked their training and getting their smart cards took place.

Andy Brown understood the Communications Team had been in the process of recruiting extra staff to the team and queried how this was progressing. The Communications Manager advised that good progress had been made. A videographer and designer had been recruited. Temporary staff had been made permanent. The team was currently recruiting to the post of Communications Officer.

Shirley Holmes congratulated the Communications Manager on the yearbook which she considered was very well presented. The Communications Manager advised that she had not worked for the health sector previously and it had been an excellent first task which had allowed her to develop relationships with staff and collate photographs that had been taken during the pandemic. The yearbook had been well received and highlighted lots of achievements during a difficult time.

Lilly Evans referred to the publicity around A&E departments and whether this was an area the team was covering locally. The Communications Manager advised that the Communications Team continued to keep an eye on the situation and added that this was an alliance piece, looking across the system, and pointing people in the right direction.

Lilly referred to the research the Trust had conducted on Covid-19 and how she had heard about it in a publication in Israel. The Communications Manager advised that there had been a double spread in the yearbook and agreed this could be shared with the members in a bulletin or the magazine. Lilly considered a summary from the research would be worth sharing with the members. Lilly has since advised that the Interim Chief Executive had subsequently presented the research.

The Membership and Engagement Manager added that she had met with the Communications Manager and it had been agreed to resume the regular bulletins to members as well as producing a magazine for the summer.

Shirley Holmes agreed to share examples of the bulletins that were sent to members. **SH**

MEG 13/22 **Minutes of Previous Meeting**

The Group agreed them as being a correct record.

MEG 14/22 **Matters arising**

The updated log was noted and further updates on outstanding actions were provided.

MEG 15/22 **Membership Report**

The Membership and Engagement Manager presented highlights from the report advising that 33 members had been lost during the two month period with all being deceased.

In response to Lilly Evans the Membership and Engagement Manager agreed to include age demographic data in future reporting. **AS**

Mark Adams referred to the percentage of population figures which appeared low and the Membership and Engagement Manager advised that this was common across all trusts since the vast majority of the population was healthy and never had to visit hospital. It was only when they did that they would become further engaged by becoming a member.

Andy Brown referred to the deceased members and whether this data was collected through communications via the Membership Office. The Membership and Engagement Manager advised that family members did let her know when a person had died but for the most part, data cleanses were conducted by the membership database provider, Civica, who used national bereavement registers to conduct database cleanses and ensure data was up to date.

MEG 16/22 **Update on Discussion with the Director of Strategy and Sustainability and Bourne Education Trust**

Lilly Evans advised that she and Edwin Addis had been invited to a meeting with the Director of Strategy and Sustainability and a representative from the Bourne Education Trust. Lilly advised that the discussion was around how to collaborate with the Bourne Education Trust.

Lilly advised that there was no sixth form but that the Bourne Education Trust was very keen for their students to learn about the career opportunities available to them in the NHS and have a better understanding of the work undertaken Trust-wide. Lilly reminded the Group that the Trust's Constitution stated that anyone 14 years and above could become a member and at 16 and over could put themselves forward as a Governor. It would benefit the Trust by having more younger members in order to get a wider perspective. It was agreed that the Director of Strategy and Sustainability would take actions forward and would be invited to the next meeting to update the Group. In response to Andy Brown, it was advised that the Bourne Education Trust was based in Ewell, Surrey. **AS**

Lilly considered this was a promising initiative and, if successful, could be extended to other educational establishments.

MEG 17/22 **Membership Strategy**

The Group did not have any amendments for the strategy. Lilly Evans requested a short document which highlighted the main points/timeline for the next few months and it was agreed to provide this at the next meeting. **AS**

Mark Adams pointed out a discrepancy in the index and it was agreed to amend as required. **AS**

MEG 18/22 **Any Other Business**

Hina Malik referred to recruiting younger members and to consider what was in it for them. Lilly advised that she expected that the Director of Strategy and Sustainability would be able to update further in this regard when he attended the next meeting. Hina considered that it was important to ensure the Trust was reaching out to different communities too and it was agreed to provide a breakdown to highlight numbers from different communities. Lilly advised that the work around Surrey Heartlands was focusing on this. **AS**

Mark Adams queried whether the Main Reception desk was manned at the weekends. It was agreed to look into this. Mark explained that he had arrived one weekend and had been unable to locate Willow Ward initially as there was no one on Reception and no signs leading the ward. The Group considered having a large plan of the hospital would be useful in the main entrance when the desk was not manned. **AS**

MEG 19/22 **Date of Next Meeting**

Thursday 18 August 2022, 4-5.30pm

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Action Log **KEY: ✔ Done ---- On track x Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
21.4.22	**MEG 12/22**	**Communications Update**	Share Royal Surrey bulletins with the Group	**SH**	ASAP	Complete	✔
21.4.22	**MEG 15/22**	**Membership Report**	Include age demographic in next report	**AS**	18.8.22		
21.4.22	**MEG 16/22**	**Update on Discussion with the Director of Strategy and Sustainability and Bourne Education Trust**	Invite the Director of Strategy and Sustainability to the next meeting	**AS**	18.8.22		
21.4.22	**MEG 17/22**	**Membership Strategy**	Produce a short document highlighting the main points and timeline for the next few months	**AS**	18.8.22		
21.4.22	**MEG 17/22**	**Membership Strategy**	Check index aligns with content	**AS**	18.8.22		
21.4.22	**MEG 18/22**	**Any Other Business**	Additional demographic data to be provided	**AS**	18.8.22		
21.4.22	**MEG 18/22**	**Any Other Business**	Check arrangements for Main Reception at weekends	**AS**	ASAP	The reception is manned 10am to 4pm Saturday and Sunday. Wayfinding is currently being looked at by capital and signage for Willow Ward will be checked. The manager has asked details of all wards, their location and contact details to be displayed when there is no one on the desk.	✔