Ashford and St. Peter's Hospitals NHS Foundation Trust

Paper 5.2

COUNCIL OF GOVERNORS
7th September 2022

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 22nd August 2022. Amongst the usual items of business, the Group discussed and were provided updates on: • Work with Bourne Education Trust • Communications
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 22nd August 2022
Submitted by:	Lilly Evans, Chair, and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	September 2022
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
22 August 2022

Via Microsoft Teams
5.00 pm – 6.30 pm

PRESENT:	Miranda Alcock	MA	Public Governor, Woking and Guildford
	Frances Ansell	FA	Public Governor, Elmbridge
	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
IN ATTENDANCE			
Item MEG 22/22	Luci Allison	LA	Communications Manager
	Anu Sehdev	AS	Membership and Engagement Manager
Item MEG 21/22	Tom Smerdon	TS	Director of Strategy and Sustainability
APOLOGIES	Hina Malik	HM	Public Governor, Hounslow, Kingston-upon-Thames and Richmond-upon-Thames

MEG 20/22 **Apologies**

As noted above.

MEG 21/22 **Work with Bourne Education Trust**

The Director of Strategy and Sustainability referred to his meeting with Lilly Evans back in April when supporting membership was discussed with a focus on recruiting younger members. The Director of Strategy and Sustainability advised that there were 25 schools run by the Bourne Education Trust and that the Trust was also working with other academies.

The Director of Strategy and Sustainability highlighted that anyone 14 and over could be a member and from the age 16 could also nominate themselves for a Governor role. It was considered that younger people became members when they had an interest in health as a career or to bolster their UCAS applications. It was suggested that one of the public governors could focus on younger members.

The Director of Strategy and Sustainability highlighted that there were a lot of ideas and the next stage would be to understand what the objectives were and putting together some actions. With regards to a school trustee link it was suggested to link trustee and governors in the same area through Place.

The Director of Strategy and Sustainability advised that the Trust's Strategy had been refreshed and would be relaunched soon. As part of the relaunch members of the public would be involved and communications would be extended to the membership.

Andy Brown considered that school age members had different needs and would benefit from regular communications. Colin Hood considered that members engaged more when they saw change as a result of their feedback.

Lilly Evans considered that students were interested in information relating to health habits. Miranda Alcock considered offering tours of the hospital to those that were interested in an NHS career might be an option. The Director of Strategy and Sustainability advised that this was something the Trust already engaged in and added that it was hoped to reintroduce the Community Day which had been hugely successful previously. Shirley Holmes added that there were a number of careers in the NHS that were not clinical and these also needed to be highlighted.

The Director of Strategy and Sustainability considered that anybody that was part of the student council could become a member of the Trust. Lilly Evans highlighted the Duke of Edinburgh scheme and the activities that could potentially be undertaken in a hospital setting. Andy Brown advised there was an age limit on being a volunteer at the Trust. The Director of Strategy and Sustainability was happy to support engagement with students in relation to membership and would meet with the Membership and Engagement Manager to discuss further. **TA/AS**

The Group thanked the Director of Strategy and Sustainability for his update.

MEG 22/22 **Communications Update**

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

The Communications Manager advised that a large proportion of current work had involved compiling the Annual Report and Accounts. It was envisaged that this would be distributed the following month.

The Communications Manager was pleased to advise that the Trust had been nominated for three Patient Experience Network National Awards (PENNA) national excellence awards. One was for the Eternal Garden and another for the healthcare plays by Brian Daniels covering dementia, end of life care, the ReSPECT process and compassionate person centred communication. The awards ceremony was due to take place on 28 September.

The Communications Manager advised that the Trust was a veteran aware trust and provided support to members of the armed forces. The Trust had won a Gold award from the Ministry of Defence for its employer recognition scheme.

The Communications Manager advised that the team had been involved in the Strategy Refresh and this was currently being updated and redesigned. The final version would be shared in the coming months.

The Communications Manager advised that a bulletin had been sent to members in July and the new edition of the Aspire magazine was being worked on. The content plan had been approved and the magazine would be published in the next couple of months.

Shirley Holmes requested a regular one page to keep members up to date. Shirley was aware that other trusts communicated with their members more regularly than the Trust currently did. The Communications Manager advised that she would share feedback with the Head of Communications. Colin Hood highlighted communicating with ex-service groups and the Communications Manager advised that a Breakfast Club had been launched to engage with such groups. The Membership and Engagement Manager indicated that she would be keen to engage with this initiative by encouraging ex-service personnel to become members of the Trust. It was agreed to discuss further with Andrea Lewis, the Executive Lead for the Armed Forces. **LA** **AS/AL**

Andy Brown mentioned that he had not seen the bulletin in July and the Membership and Engagement Manager advised she would look into this. Andy queried who the Annual Report was circulated to and it was advised that a link to the Annual Report was shared with the Governors and then with members around the same time as the Annual Members' Meeting. Hard copies were provided upon request. **AS**

Frances Ansell queried how the magazine was shared and it was advised that around 56% of the membership had provided email addresses and a link to access the magazine on either phones, iPads, PCs or laptops was sent to them. The remaining 44% were sent hard copies through the post. The Communications Manager confirmed that social media platforms such as Twitter and Facebook were used regularly to communicate with the public.

MEG 23/22 **Minutes of Previous Meeting**

The Group agreed minutes from 21 April 2022 as being a correct record.

MEG 24/22 **Matters arising**

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

The Group considered that an update was needed on wayfinding and perhaps providing a large map in the main foyer area. **AS**

Andy Brown highlighted that visitors were often found to be walking down the Duchess of Kent wing corridor unsure where to go. Lilly Evans mentioned that often departments had two locations, for example Cardiology. Shirley advised that patients received a map with their appointment letters and these could be utilised to help guide them to their destination.

MEG 25/22 **Membership Report**

The Membership and Engagement Manager presented highlights from the report advising that 56 members had been removed with 53 of these being deceased.

Age demographic and ethnicity charts were now included in the report. The age demographic highlighted that more members were needed in the 14 – 16 age category.

The ethnicity breakdown correlated to the Trust's population and it was good to see that all ethnicities were represented. Lilly Evans highlighted that there was a high proportion of Filipino staff at the Trust but was unsure where they were included. It was clarified that the ethnicity report only included public members as staff and volunteers details were held separately.

Miranda advised she would be happy to target more diverse populations and speak to them about membership as long as she was armed with the relevant information. Miranda highlighted the visitors to the Leisure Centre in Sheerwater as an example.

Frances Ansell queried how we supported members of the public whose first language was not English. Andy Brown highlighted that the website provided a Recite Me application which translated content into over 100 languages.

Miranda Alcock referred to recruitment and what the incentive was to become a member. Miranda suggesting asking members to be filmed talking about why they became members. Lilly Evans considered that inviting members to use TikTok or the equivalent might be an easier option.

The Membership and Engagement Manager advised that the process for Council of Governor elections had opened on 15 August with members in the highlighted constituencies being invited to nominate themselves for the role of Governor. This had had the added benefit of members of the public visiting the website and becoming members, with 12 new members in just the first week of the elections

process. In total there were 13 positions up for election and the timetable for the election was shared with the Group.

Miranda Alcock referred to the election process and how she had received votes at a previous election to become a Governor when no one really knew her and there being other nominations to choose from. Shirley Holmes advised that there had been 15 nominations alone at the previous election for the constituency of Woking and Guildford and there had been an even spread of voting across the candidates.

Lilly Evans highlighted that several of the Governors up for election this year had become a Governor just before the pandemic and queried whether they would be supported during the elections and improving their relationship with the Board. The Membership and Engagement Manager advised that she had made contact with the Governors up for re-election asking whether they were considering standing again. She would be emailing out again in the next few days encouraging them to nominate themselves and would offer support should they need it. The Membership and Engagement Manager added that Governors had been encouraged to take part in the walkarounds with non-executive directors and executives. From September Governors would be invited to attend sub-committee meetings as observers. These would further help them develop their relationships with Board members.

MEG 27/22 **Any Other Business**

Shirley Holmes advised that she would be happy to be involved in the work Lilly Evans would be undertaking with the Bourne Education Trust.

MEG 28/22 **Date of Next Meeting**

Thursday 17 November, 4-5.30 pm

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

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
22.8.22	**MEG 21/22**	**Work with Bourne Education Trust**	Meet with the Membership and Engagement Manager to discuss options.	**TS**	ASAP	Met 24.8.22 and the Membership Strategy has been shared.	✔
22.8.22	**MEG 22/22**	**Communications Update**	Share feedback with Head of Communications in relation to monthly bulletins	**LA**	ASAP		
22.8.22	**MEG 22/22**	**Communications Update**	Discuss linking in with the Breakfast Club with the Chief Nurse.	**AS**	17.11.22		
22.8.22	**MEG 22/22**	**Communications Update**	Look into why Andy Brown had not received the July bulletin	**AS**	ASAP	Volunteers, as well as staff, are not included on the membership database. Usually, bulletins are shared with the Voluntary Services Manager so that she can disseminate with the volunteers. This will continue going forward.	✔
22.8.22	**MEG 24/22**	**Matters Arising**	Ask for an update on the wayfinding initiative and suggest providing a large map in the foyer area.	**AS**	17.11.22		