Ashford and St. Peter's Hospitals NHS Foundation Trust

COUNCIL OF GOVERNORS
7th June 2023

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	Minutes of the meeting of the Membership and Community Engagement Group held on 17th May 2023 are attached.
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 17th May 2023
Submitted by:	Lilly Evans, Chair, and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	June 2023
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
17 May 2023

Via Microsoft Teams
3.00 pm – 4.30 pm

PRESENT:	Lilly Evans	LE	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
	Andy Brown	AB	Staff Governor for the Volunteers
	Kate Colban	KC	Staff Governor for Allied Health Professionals
IN ATTENDANCE			
	Sal Maughan	SM	Associate Director of Corporate Affairs and Governance
	Kayo Rippingham	KR	Senior Communications, Engagement and Experience Manager
	Anu Sehdev	AS	Membership and Engagement Manager
	Tom Smerdon	TS	Director of Strategy and Sustainability
APOLOGIES	Miranda Alcock	MA	Public Governor, Woking and Guildford
	Frances Ansell	FA	Public Governor, Elmbridge
	Shirley Holmes	SH	Public Governor, Woking and Guildford

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MEG 10/23 **Apologies**

As noted above.

MEG 11/23 **Minutes of Previous Meeting**

The Group agreed minutes from 15 February 2023 as being a correct record.

MEG 12/23 **Matters arising**

The updated action plan was noted.

Lilly Evans added that the last bulletin received by members had been especially useful and well laid out and thanked Luci Allison, Communications, Engagement and Experience Manager, for all her efforts.

MEG 13/23 **Membership Report**

The Membership and Engagement Manager presented highlights from the report and advised that 47 members had been lost during the three months February to April 2023. 43 of the 47 members had been lost as being deceased. It was advised that the Membership and Engagement Manager would be emailing all the Governors to secure volunteers for the Community Day taking place on 15th July. A rota would be included so Governors could choose their preferred time slots. **AS**

Lilly Evans highlighted the focus on the younger population and the reintroduction of membership talks. The Membership and Engagement Manager advised that a membership survey had been drafted and the Group considered members could be asked which topics they were interested in learning about more. Ideas discussed included asthma, IT, changes to local services and how to access these.

MEG 14/23 **Communications Update**

The Senior Communications, Engagement and Experience Manager, advised that the monthly bulletins would continue going forward and it was anticipated that the next magazine would follow the Community Day in July.

It was advised that the Duchess of Gloucester had recently opened the staff garden named the Queen Elizabeth II Staff COVID Recovery Garden. A number of Coronation activities had taken place which included tree planting, tea parties, a photo competition and handing out cakes to staff.

Lilly Evans thanked the Communications team for the bulletin and advised it was clear and informative and the Senior Communications, Engagement and Experience Manager agreed to share this feedback with the team.

The Senior Communications, Engagement and Experience Manager advised that the Community Day would be taking place at both hospital sites from 10.00 am to 3.00 pm on the 15th July 2023. Invites to external stakeholders and the hospital teams had been sent asking them to get involved. The Charity will be holding a tea party and the gardens would be open to all. Other activities included the piano being played, a variety of catering options, emergency vehicles with staff on site and Radio Wey being involved. A video would be taken on the day.

In response to Andy Brown, the Senior Communications, Engagement and Experience Manager confirmed that local mayors and deputy mayors would be invited to the Community Day.

Kate Colban queried whether there had been much interest internally and it was advised that not many had put themselves forward but that personal emails would be sent out to encourage participation. Andy Brown recalled how popular the theatre visits had been. Andy also highlighted the issues with signposting, especially at St Peter's and queried whether maps could be handed out to help on the day and it was confirmed that maps would be made available.

MEG 15/23 **Action Plan resulting from Governors' Away Day**

The Associate Director of Corporate Affairs and Governance presented the action plan and was pleased to advise the monthly bulletins and Aspire magazine were back on track. There was a large piece of work to be done on the branding which would be undertaken during the late summer and the membership pages on the website would also be updated then.

It was advised that the Membership and Engagement Manager had drafted a members' survey which would be sent out to assist with informing the onward development of the membership model. In response to Lilly Evans, it was agreed that members would be asked for their areas of interest. Andy Brown considered that this may produce a lot of different responses and considered a tick list of suggested topics might produce better data and it was agreed that this could be included. It was agreed to share the draft survey before sending it out. **AS**

The Associate Director of Corporate Affairs and Governance hoped the action plan adequately captured the pressing issues and welcomed feedback on anything that had been missed. It was added that monitoring effective delivery of actions would be through the Membership and Community Engagement Group.

The Director of Strategy and Sustainability mentioned the work the Trust was doing with the Bourne Education Trust and highlighted a survey that was being trialed in one or two schools managed by them. The members' survey was welcomed.

Andy Brown considered the action plan looked good but queried action point 10. The Associate Director of Corporate Affairs and Governance advised that this related to instances when Governors wanted to produce their own communications to members and how it was important to have a process in place, i.e. agree communications before they went out. It was considered this point was no longer needed as the monthly bulletin had been reintroduced but it was considered important to coordinate communications to avoid repetitive messages being sent out. Lilly Evans considered a Governor corner could be introduced for those that had something to say and for this to be incorporated in the bulletin.

Lilly Evans highlighted the number of actions resulting from the away day but considered it was important to understand the priority areas and what was expected from the Governors and what the Governors could expect from the Trust. The Director of Strategy and Sustainability considered it was piece of work the Governors and Trust would work through together and that Governors would be supported in order to carry out their roles. It was important to get the widest representative of the Trust's catchment population to better inform the Trust's direction. Lilly understood that everyone was terribly busy so considered it was important to have reasonable expectations.

Lilly Evans touched upon an earlier conversation around IT and how it would be useful to members to understand how to access. The Director of Strategy and Sustainability referred to the forthcoming patient portal launch which would require engagement with patients and considered that this would the ideal opportunity to engage with them. Lilly considered the website could also be used to update members in this area.

Lilly queried whether engaging with Council schools was being missed and the Director of Strategy and Sustainability advised that a range of schools were being communicated with including special needs schools. Kate Colban referred to the initiative of growing your own and understood that Richard Evans' daughter, who is a school teacher, had emailed parents at her school directly. Kate added that the Trust was looking at building stronger links with schools and would send further information to Lilly. Perhaps there was potential for the Bourne Education Trust to pair up with local authority schools. **KC**

It was agreed to invite the Director of Strategy and Sustainability and the Associate Director of Corporate Affairs and Governance to the next meeting. **AS**

MEG 16/23 **Any Other Business**

It was agreed to seek more members for the Group at the next Council of Governors meeting. Representatives from the constituency of Spelthorne and Hounslow, Kingston-upon-Thames, Richmond-upon-Thames and Rest of England were especially sought. **LE**

MEG 17/23 **Date of Next Meeting**

16 August 2023, 3-4.30 pm

Ashford and St. Peter's Hospitals NHS Foundation Trust

KEY: ✔ Done ---- On track x Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
17.05.23	**MEG 13/23**	**Membership Report**	Email Governors asking for volunteers for the Community Day	**AS**	ASAP	Emailed 22 May 2023	✔
17.05.23	**MEG 15/23**	**Action Plan resulting from Governors' Away Day**	Make changes and share the draft members' survey with the Group	**AS**	ASAP	Shared 23 May 2023	✔
17.05.23	**MEG 15/23**	**Action Plan resulting from Governors' Away Day**	Share further details with Lilly Evans	**KC**	ASAP	Complete	✔
17.05.23	**MEG 15/23**	**Action Plan resulting from Governors' Away Day**	Invite TS and SM to the next meeting	**AS**	ASAP	Invited	✔
17.05.23	**MEG 16/23**	**Any Other Business**	Seek more members for the Group at Council	**LE**	7.6.23		

Appendix 1

Action Plan Resulting from Governors Away Day – 23 February 2023

No.	Action	Lead	Due	Comment	Progress
1	Develop a monthly communication bulletin using existing content form internal and website messaging.	Luci/Comms	Commence May	To be issued in the interim periods between quarterly Aspire magazine - utilising existing good stories and including invitations to join focus groups and research studies - see action 2	Magazine issued in late March/beginning of April. Bulletin sent 11 May 2023.
2 2a	Communicate with Trust colleagues about using members for focus groups/research etc and develop an explanatory guidance around access to this. Develop flowchart/template to include in message to assist with requirements.	Anu Anu	July Send separate email to R&D July	Use Aspire bulletin	
3	Re-introduce quarterly Aspire magazine.	Comms	Commence March/April		Winter/Spring edition sent end of March 2023. Next edition due late summer
4	Refresh membership publicity and branding to develop: • New membership form • Leaflet for Discharge Pack • Article/poster/banner that can be shared with stakeholders for their websites, BCs, Nextdoor, Leisure centres, AH Nursery etc		August		

	• Leaflet for Outpatient letters Actions will be to: 1. Review content 2. Seek input and approval from Chair and CEO. 3. Design content/branding 4. Approval and launch	 Sal/Anu Sal/Tom Cheryl Sal/Tom (Comms support)			
5	Website – membership pages updated to reflect new publicity and branding: 1. Review and update content 2. Design / update website	 Anu/Sal Comms	August		
6	Survey existing members to find out what they want from membership.	Anu/Sal	June	Survey drafted	With MCEG members for feedback.
7	Team Talk and Aspire bulletins	Anu + Staff Governors	June	Introduce Staff Governors. General messages re membership and how to contact their Staff Governor and requesting staff encourage friends and families to become members. Repeat messages in Aspire bulletins.	On agenda for 2 June
8	Membership slide template tailored to different audiences, eg schools	Tom/Sal	August	Utilise new branding	
9	Supply guide for Governors to follow so they know what to say when recruiting new members	Anu	June	Update Aide Memoire currently in place.	
10	Re-engage members off the back of the Strategy refresh	Tom	July		