Ashford and St. Peter's Hospitals NHS Foundation Trust

COUNCIL OF GOVERNORS
6th September 2023

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	Minutes of the meeting of the Membership and Community Engagement Group held on 16th August 2023 are attached.
The Council is asked to:	Note the minutes of meeting of the Membership and Community Engagement Group held on 16th August 2023
Submitted by:	Andy Brown, Staff Governor for the Volunteers for Lilly Evans, Chair, and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Date:	September 2023
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
16 August 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
	Shirley Holmes	SH	Public Governor, Woking and Guildford
IN ATTENDANCE			
	Luci Allison	LA	Communications, Engagement and Experience Manager
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES	Miranda Alcock	MA	Public Governor, Woking and Guildford
	Frances Ansell	FA	Public Governor, Elmbridge
	Kate Colban	KC	Staff Governor for Allied Health Professionals

Ashford and St. Peter's Hospitals
NHS Foundation Trust

MEG 18/23 **Apologies**

As noted above.

MEG 19/23 **Minutes of Previous Meeting**

The Group agreed minutes from 17 May 2023 as being a correct record.

MEG 20/23 **Matters Arising**

The updated action plan was noted.

MEG 21/23 **Communications Update**

The Communications, Engagement and Experience Manager advised that the recent Community Day which had taken place on 15 July had been a huge success and advised that there would be another Community Day taking place at Ashford Hospital on 25 November. The highlights of the St Peter's Community Day included a VIP party, behind the scenes access, Radio Wey, music, interviews and lots to do for children including face painting and lucky dips. Catering had been provided by the Edu Kitchen.

The Annual Quality Improvement Event was highlighted which had covered strategies for improving patient care which three of the Governors had also attended.

The Communications, Engagement and Experience Manager advised that the team had just finished filming the Chairman's leaving message. She was also pleased to advise that the North West Alliance Team had been shortlisted in the Nursing Times awards.

The Communications, Engagement and Experience Manager highlighted the fifth junior doctors' industrial action which had taken place between 11 to 15 August and advised that the consultant body would also be taking industrial action from 24 – 25 August. The ASPH Team had worked hard during this time, moving rotas to ensure all areas and times were covered, minimising cancellations and re-booking appointments/procedures quickly where these could not be avoided. Patients that had been affected had been contacted by phone. There had been a communications piece shared beforehand to pre-warn patients. Industrial action was challenging in normal circumstances but during peak holiday season even more so.

The Communications, Engagement and Experience Manager updated the Group on fundraising activities which raised funds to improve facilities for patients and carers.

The Communications, Engagement and Experience Manager advised that the next edition of the Aspire magazine would be despatched at the end of September, so more monthly bulletins would not be sent until after September. It was added that the Communications Team also looked after the North West Surrey Alliance.

Ashford and St. Peter's Hospitals NHS Foundation Trust

Lilly Evans queried whether a bulletin introducing Governors could be put out. Shirley Holmes suggested that a constituency could be covered each month. Shirley added that the monthly bulletins were of a high quality and just the sort of thing Governors were hoping to see. Andy Brown considered that a bulletin could be sent out during August and the Communications, Engagement and Experience Manager advised there was bulletin ready to go but there may be some duplication as articles would also be covered in the magazine. Group members considered this would be fine. **LA**

MEG 22/23 **Update on Action Plan resulting from Governors' Away Day**

The Membership and Engagement Manager updated the Group on progress on the action plan advising that several items had been completed, for example monthly bulletins and the quarterly magazine were back on track, the members' survey had been undertaken, a guide had been produced to help Governors when recruiting new members and staff governors had been introduced at the Team Talk in June. It was also advised that messages had been shared via the internal bulletin regarding assistance with focus groups and a flow chart had now been developed to help guide staff interested in setting up focus groups and highlighting how the Membership and Engagement Manager would be able to share details with members.

The Membership and Engagement Manager advised that the work around branding had not yet been undertaken due to work pressures in the Team and the Group agreed to postpone this work to December 2023.

Andy Brown considered the focus group flowchart required a slight amendment in that the service should consider whether sessions should take place virtually or face to face. Lilly Evans requested that the Aide Memoire used at the Community Day be circulated more widely to assist Governors when they recruited members. **AS**

Andy Brown considered the action around the Strategy Refresh was no longer needed as the refresh had been undertaken a couple of years ago.

MEG 23/23 **Membership Report**

The Membership and Engagement Manager was pleased to advise that 75 new members had been recruited in the last three months although 55 had also been lost with the majority as being deceased. All constituencies had seen an increase apart from Woking and Guildford which had seen a small decrease of 5 members overall.

The Community Day had been a huge success with 58 new members being recruited and the Membership and Engagement Manager wished to thank those Governors that had assisted during the day and they included, Ann Ooms, Tracey Bradshaw, Frances Ansell, Sue Bell, Carmel Keane-Maher and Kate Colban. Lilly considered that this was a great indication of the commitment from the Governors. Shirley Holmes added that she, Sylvia Whyte, Michael Smith and Chris Frazer also attended to take part in the day's activities.

Ashford and St. Peter's Hospitals
NHS Foundation Trust

MEG 24/23 **Membership Survey**

The Membership and Engagement Manager advised that 454 responses had been received from members resulting in a 14% response rate. The survey had run from 21 June to 15 July. Members were very happy with the planned level of communications, ie quarterly magazine and monthly bulletins. There were a few additional free text suggestions made. The members wanted to hear more from the Governors that represented them and many did not know about being able to join the Health Service Discounts scheme and this resulted in sharing details on how to join at the Community Day as well as through a direct email bulletin.

Members were interested in the resurrection of members' events and chose topics from a list. The most popular being Changes to NHS Services Provision.

Many members were interested in being involved in focus groups and this had already been raised during the Governors' Away Day. The Membership and Engagement Manager drafted information and a flow chart and shared this via the internal bulletin so staff were made aware that members could be invited to take part in focus groups. Staff were encouraged to think about the process and what they wanted to gain from the focus group and were then asked to draft a short advert requesting volunteers which the Membership and Engagement Manager would share with members. In the short time the information had been shared four members of staff had already been in contact, with two having met the Membership and Engagement Manager to discuss further.

The Membership and Engagement Manager shared the report including recommendations with the Group in order for them to approve before being shared with the Council of Governors.

Shirley Holmes advised she was happy with the recommendations and had been surprised that there was an almost even split on whether members wanted events to take place virtually or face to face. Shirley considered that older members would prefer face to face. Lilly Evans queried whether events could be put on YouTube and the Membership and Engagement Manager advised that when the event was held virtually, this was fairly simple to do. However, if it was a face to face event then there was an added cost implication since the event would need to be filmed.

Andy Brown considered Jack Wagstaff, Place Leader/Alliance Chief Officer, NW Surrey Alliance, could be invited to take part in the Changes to NHS Services Provision event and that this could be expanded to include A&E wait times; although this could be a communications piece, as well as the Main Effort and patient portal. Shirley Holmes highlighted the new system around GP appointments and how questions regarding this may come up.

Lilly Evans touched upon the free text comments and the Group agreed it was important that these had been included in the report. Lilly agreed to run these comments through a computer system in order to pick up three common themes. **LE**
The Group agreed that the report could be shared with the Council of Governors. The Membership and Engagement Manager agreed to share a summary with members either via Aspire or the monthly bulletin. **AS**

Ashford and St. Peter's Hospitals NHS Foundation Trust

MEG 25/23 **Any Other Business**

Shirley Holmes raised her concerns that Group attendance meant the meeting was just about quorate and how difficult it was to get regular members on the Group despite repeated requests. It was clear that Governors had an active interest in the Trust but even though the meetings took place virtually attendance continued to be poor. The Membership and Engagement Manager agreed to contact existing members to understand why they had been unable to attend and whether this was due to the day or time of the meeting and if another day would be more suitable. Andy Brown advised that Tuesdays and Fridays did not work for him. **AS**

MEG 26/23 **Date of Next Meeting**

15 November 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	
16.8.23	**MEG 21/23**	**Communications Update**	Draft August bulletin for members	**LA**	August	Drafted and once formatted will be sent out.	✔
16.8.23	**MEG 22/23**	**Update on Action Plan resulting from Governors' Away Day**	Circulate Aide Memoire to all Governors	**AS**	ASAP	Sent to Governors on 22.8.23	✔
16.8.23	**MEG 24/23**	**Membership Survey**	Run free text comments through system to analyse three common themes	**LE**	ASAP		
16.8.23	**MEG 24/23**	**Membership Survey**	Share summary of findings from survey with members	**AS**	7.9.23	Bulletin with summary ready to go after Council of Governors on 6.9.23.	
16.8.23	**MEG 2523**	**Any Other Business**	Approach existing members to find out if another day/time would work better for them	**AS**	ASAP	Emailed 22.8.23	✔