Ashford and St. Peter's Hospitals NHS
NHS Foundation Trust

COUNCIL OF GOVERNORS
5th December 2012

TITLE	**Report from Membership and Community Engagement Group**
EXECUTIVE SUMMARY	The draft minutes of the meeting of the Membership and Community Engagement Group held on 25th September 2012 are attached. Highlights from the meeting on 25th September 2012 included discussions on:- ▪ Annual Members' Meeting Update ▪ Raising the Profile of Governors ▪ Membership Report ▪ Membership Action Plan ▪ Patient Groups ▪ Members' Events ▪ Terms of Reference ▪ Epsom
The Council is asked to:	Note the draft minutes of the meeting of the Membership and Community Engagement Group held on 25th September 2012.
Submitted by:	. Andrew Ryland, Public Governor for Runnymede Diana Manthorpe, Staff Governor - Volunteers
Date:	20th November 2012
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS
NHS Foundation Trust

Membership and Community Engagement Group
25 September 2012

Level 2 Seminar Room, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Diana Manthorpe	DM	Staff Governor – Volunteers (Acting Chair)
	Keith Goodger	KG	Public Governor – Richmond Upon Thames
	Michael Smith	MS	Appt Governor – Woking Borough Council
	Samantha Lamb	SL	Staff Governor – Admin/Managerial/Ancillary
	Steve McCarthy	SM	Public Governor - Elmbridge
APOLOGIES:	Andrew Ryland	AR	Public Governor - Runnymede
	Claire Kelly	CK	Communications Manager
	Paul Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	Anu Sehdev	AS	Membership Manager
	George Roe	GRo	Head of Corporate Affairs
	Giselle Rothwell	GR	Head of Communications
	Jane Gear	JG	Head of Corporate Affairs

MEG 46/12 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 19 June 2012 were agreed as a correct record.

George Roe, newly appointed Head of Corporate Affairs, was welcomed to the group.

Matters Arising

The action log was noted and in addition the following points were highlighted:

MEG 47/12 **Membership Data** (Minute MEG 34/12 refers)

JG advised she had undertaken forward planning in light of the potential acquisition of Epsom Hospital. Her paper detailed postcodes and ward level data on patients attending their first appointment.

The group noted a number of small outliers and concluded the paper was a useful tool in recognising where the Trust's patients resided. Discussion around the correlation between areas of deprivation and illness took place.

It was agreed a report providing a comparison of patients attending ASPH versus constituency population would be provided at the next meeting. AS

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MEG 48/12 **Annual Members' Meeting Update** (Minute MEG 36/12 refers)

Overall, it was felt the Annual Members' Meeting had gone well and it was confirmed the meeting would continue with the annual July slot.

Discussion took place on ways of attracting more members of the public to attend and generally it was agreed that planning for the meeting needed to be undertaken sooner, perhaps around April time, to enable the message to get out. Other ideas discussed were timing, more involvement from the group, provision of food, perhaps following on from a scheduled Council of Governors' meeting, changing the name, perhaps holding the meeting off-site and the inclusion of an interesting presentation.

MEG 49/12 **Raising the Profile of Membership in Border Constituencies** (Minute MEG 39/12 refers)

Stephen Hepworth, Associate Director of Business Planning, had been unable to attend the meeting.

MEG 50/12 **Raising the Profile of Governors (MEG 42/12)**

The group discussed the suggestions in Paper 4 for raising Governors' profiles. A number of options were considered including:

- Attendance at council led meetings/events
- A stand in the Main Entrance entitled "Meet Your Governor"
- Radio Wey interviews
- Accompanying the Chairman on a few of the events she attends
- Linking in with GPs

The group decided that using health events to promote the Governors was a useful tool and that other options of increasing engagement would be considered by all Governors with the Membership Office providing support where required with back-up from Trust personnel.

The group also felt that a crib sheet detailing frequently asked questions and responses would be useful.

MEG 51/12 **Membership Report**

It was advised that upon trying to complete the on-line application form potential members from one family could not input the same email address and that there was a question requesting class without a drop down box. The Membership Manager informed the group that since the new database providers, MES, had taken over, the new application form had only come on line 2 weeks ago and she would check if these issues were still a problem and report back to Michael Smith. AS

The group agreed that a demo of the new database and its applications would be useful and would take place at the next meeting. AS

The reasons for losing 172 members during a data cleanse were reiterated and it was confirmed that going forward regular data cleanses would be conducted by the new database providers with the added opportunity of contacting those members described as "gone aways" in order to obtain their new addresses. As long as they still resided in the catchment area, membership could be continued.

The group discussed the potential of using Members' Matters to advertise

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the need to contact the Membership Office when email addresses had changed.

MEG 52/12 **Membership Action Plan**

The group agreed that more work had to be undertaken to encourage younger members. Discussion took place around the possibility of Governors presenting a talk on membership at their local schools. The group discussed the possibility of focusing on Biology students and organising a health event especially geared towards future medical students. Involvement from Paediatrics was also discussed as an option. A drama group, Peer Productions, was highlighted as having a programme on health related sessions.

It was agreed that advice would be sought from Governors who were previously teachers, ie Margaret Lenton, Janice Ketley and Jean Pinkerton. AS

The group agreed that the action plan required simplifying for next year highlighting what can be achieved and what was worth pushing for.

It was agreed to provide a summary on what had been achieved by MEG via the annual report which was due for completion in December 2012. AS

MEG 53/12 **Patient Groups**

Discussion around the groups the Patient Experience Group had highlighted to MEG took place. These were all groups formed by the Trust. The group agreed that staff needed to be encouraged to promote membership and as part of this leaders of the groups should be contacted and asked to include a segment on membership as part of their talks.

It was agreed the following groups were suitable avenues and the Membership Manager would contact the following members of staff:

Dagmar Gohill – Young People User Group
Lynn English – Ashford Stroke Klub
Faith Cockcroft – Breast Support at Ashford Hospital
Natasha Smith – Bariatric Support Group
Sandra Houston – Parentcraft

The group also discussed ways of increasing membership via Maternity services using EPU, antenatal groups, postnatal group and holding a recruitment stand in Maternity Reception. AS

MEG 54/12 **Members' Events (MAP 1.3.1)**

It was confirmed that during health events presenters were encouraged to gear their talk to a public audience, not to use jargon, include pictorial presentations and not use more than 5 speakers.

The group discussed the potential of advertising health events on Aspire. The paper version of Aspire could also include a piece on being a staff member. The group agreed to include an article acknowledging the work of Dr Tanya Bernard, who had decided not to continue on as Staff Governor for Medical & Dental staff. A further piece on "What are your Governors doing for you" was suggested as a tool of highlighting the positive work that had been undertaken. It was suggested that the Team Brief could be utilised to highlight health events. GR

It was confirmed that one announcement would take place at the end of the GR

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elections in November advising of the new Governors and that this would coincide with a Press Release advising it was only possible to vote in elections if you were a member.

MEG 55/12 **Terms of Reference**

The group agreed to forward their suggested changes to the TORs along with the annual report to the next Council of Governors' meeting on 5 December 2012.

MEG 56/12 **Epsom**

Postponing the event on Future Developments and Epsom Hospital was confirmed due to the slippage in the deadlines from April to July 2013.

It was highlighted that 2 of the MEG's members, Steve McCarthy and Michael Smith attended the Local Representative Panel, the next meeting of which was taking place on 26 September. They agreed to feedback to the next MEG on developments on the Epsom transaction. SM & MS

MEG 57/12 **Any Other Business**

The group discussed whether the attendance of the Associate Director of Business Planning at a future meeting was still required. The general consensus was that a way had to be found to encourage GPs in border constituencies to utilise the services of the Trust and promote the Trust to patients. It was noted the area of Richmond had been increased in the new potential catchment area in light of the Epsom acquisition and the lack of promoting the Trust had to be looked at as this was currently an issue. The group agreed to invite Stephen Hepworth to the next meeting for 3.00 pm to discuss options available. Agenda

MEG 58/12 **Date of Next Meeting**

Tuesday 11 December 2012, 3.00 – 5.00 pm, Postgraduate Education Centre, SPH.

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Action log **KEY: ✔ Done ---- On track X Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 11/12/12	
25/09/12	MEG 47/12	**Membership Data**	Include in reporting a comparison of patients attending the hospital versus constituency population	AS	11 Dec 2012	Complete	✔
25/09/12	MEG 51/12	**Membership Report**	Check issues raised with on-line form and advise Michael Smith	AS	ASAP	Complete	✔
25/09/12	MEG 51/12	**Membership Report**	Provide a demo of the new database	AS	11 Dec 2012	Agenda	-----
25/09/12	MEG 52/12	**Membership Action Plan**	Seek advice from Governors who are ex-teachers	AS	11 Dec 2012	Margaret Lenton and Membership Manager to met on 13 November to discuss options	-----
25/09/12	MEG 52/12	**Membership Action Plan**	Include a summary in the Annual Report on what has been achieved by MEG	AS	11 Dec 2012	Complete	✔
25/09/12	MEG 53/12	**Patient Groups**	Contact members of staff highlighted to discuss membership via various groups	AS	11 Dec 2012	* see details below	✔
/9/12	MEG 54/12	**Members' Events**	Include a piece on Dr Tanya Bernard in the next Aspire, a piece on "What are your Governors are doing for you and utilise Team Brief to highlight health events	GR	1 Dec 2012	Communication Manager has arranged to publish this in Members' Matters and Aspire	✔
25/09/12	MEG 54/12	**Members' Events**	Announcement of elected Governors	GR	29 Oct 2012	Communications Manager has arranged pictures and articles to be placed in Aspire and for a Press Release to coincide with start date of 1 Dec 2012	✔
25/09/12	MEG 56/12	**Epsom**	Feedback from the Local Representative Panel	SM & MS	11 Dec 2012	Agenda	-----
25/09/12	MEG 57/12	**Any Other Business**	Invite Stephen Hepworth to next meeting to discuss promoting the Trust	AS	ASAP	Agenda	✔

* 24 Oct - Attended Maternity User Group and recruited one member.
Ashford Stroke Klub – Lynn English agreed to mention membership to her group and application forms have been provided to her.
26 Nov – Attended Bariatric Support Group
Breast Support Group is a patient-led group and contact details of the main participants have been provided. Approach to be considered before making contact.
Young People User Group – sessions took place earlier in the year but had to be disbanded due to Matron's ill health. Matron is looking to re-form and will contact the Membership Office when the group is up and running.

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