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

COUNCIL OF GOVERNORS
5th December 2012

TITLE	**Membership & Community Engagement Group Annual Report**
EXECUTIVE SUMMARY	The Annual Report from the Group is attached for information. The Group has included its initial priorities for the coming year. The Group has reviewed its Terms of Reference and these are attached for approval. The main changes proposed have been updating the co-opted membership. The Group's membership is between 6 and 10 Governors. The Group currently has 7 members.
The Council of Governors is asked to:	Note the Annual Report and approve the revised Terms of Reference.
Submitted by:	Andrew Ryland, Governor for Runnymede & Chairman of the Membership & Community Engagement Group
Date:	20th November 2012
Decision:	For Approval

Ashford and St. Peter's Hospitals NHS
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Membership and Community Engagement Group: Review of the Year – October 2011 – September 2012

1 Introduction

The Group was established by the Council of Governors on 15 March 2011 in order to promote membership of Ashford and St. Peter's Hospitals NHS Foundation Trust and provide the Council of Governors with details on progress.

2 Meetings

During the year, meetings of the Group were held on the following dates:

29 November 2011
28 February 2012
24 April 2012
19 June 2012
25 September 2012

3 Membership and Attendance

The membership of the Membership and Community Engagements Group over the year is set out below along with the maximum number of meetings that could have been attended and actual number attended:

Name	Constituency	Maximum	Actual
Andrew Ryland (Chair)	Public Governor – Runnymede	5	4
Diana Manthorpe	Staff Governor – Volunteers	5	4
Keith Goodger	Public Governor – Richmond	5	5
Michael Smith	Appointed Governor – Woking	5	3
Paul Wills	Staff Governor – AHP, HCA & Healthcare Scientist	5	3
Samantha Lamb	Staff Governor – Ancillary, A&C and Managerial	5	1 (4 not attended due to maternity leave)
Steve McCarthy	Public Governor – Elmbridge	5	5

4 Progress/Achievements

During the year the Group has:

- Reviewed recruitment documentation;
- Agreed new fliers;
- Agreed a new membership form;
- Regularly reviewed the membership action plan and targeted areas of under-representation;
- Recommended strategy to the Council of Governors and
- Supported the development of 4 quarterly editions of Members' Matters

5 Review of Terms of Reference

The Terms of Reference have been reviewed and the following issue has been raised for consideration – co-opted members.

The current membership is:

- Governors, comprised as follows:
    - Three Public governors
    - Three Staff governors
    - One Appointed governor

Co-opted members currently include the following:

- Membership Manager
- Head of Corporate Affairs
- Head of Customer Affairs
- Head of Communications
- Chief Nurse or Deputy Chief Nurse
- Voluntary Services Manager

The Group proposed that co-opted members should only include:

- Membership Manager
- Head of Corporate Affairs
- Head of Communications
- Communications Manager

And the following statement:

Other Executive and Non-Executive Directors may attend as required. The Committee may invite other participants to attend as required e.g. Associate Director of Informatics

would be amended to:

Other Executive and Non-Executive Directors may attend as required. The Committee may invite other participants to attend as required.

6 Membership

	NUMBER OF PUBLIC MEMBERS AS AT 1/10/11	NUMBER OF PUBLIC MEMBERS AS AT 30/09/12	INCREASE / DECREASE	
Elmbridge	343	395	+52	↑
Guildford	90	90	0	↔
Hounslow	740	797	+57	↑
Richmond Upon Thames	139	135	-4	↓
Runnymede	598	756	+158	↑
Spelthorne	1402	1558	+156	↑
Surrey Heath	266	274	+8	↑
Windsor and Maidenhead	226	220	-6	↓
Woking	1958	1977	+19	↑
Membership Total	**5762**	**6202**	**+440**	↑

	Added	Deleted	
Q3 Oct – Dec 2011	87	7	↑
Q4 Jan – Mar 2012	194	35	↑
Q1 April – June 2012	208	179	↑
Q2 July – Sept 2012	186	14	↑
Totals:	675	235	↑

7 Members' Health Events

A full programme of Members' Health Events was developed to encourage engagement with Trust Members and provide an opportunity for Members to meet their Governors. The following events have taken place to date:

- Stroke on 22 February 2012
- Diabetes on 4 April 2012
- Advances in Vascular Surgery on 16 May 2012
- Osteoporosis on 4 July 2012
- Annual Members' Event on 19 July 2012

Further events on:

- Cancer Services
- Infection Prevention and Control

are arranged for the latter part of 2012. A full programme for 2013 is currently being developed.

8 Actions from Action Plan

Christmas Songs & Recruitment Stalls in Outpatients at Ashford & St Peter's Hospitals
In December 2011 recruitment drives were undertaken by the Membership Manager with Governor support, by way of holding stalls at St Peter's Hospital and Ashford Hospital in outpatient areas on two consecutive days and a further two hours during the Christmas Songs held at St Peter's Hospital on 6 December. Recruitment stalls in outpatients areas coincided with the publication of Members' Matters. Keith Bradley, Keith Goodger, Godfrey Freemantle and Simon Bhadye provided support and as a result 88 new members were recruited during this period.

Ashford Hospital OPD Refurbishment Survey
The Membership Manager, using the Trust's licence with Webropol, set up a survey and sent this through to 325 members who had provided their email addresses in Spelthorne and Hounslow constituencies on 9 January 2012. The survey asked for opinions/suggestions on the forthcoming Ashford Hospital Outpatient Refurbishment project and 98 members visited the survey and 32 responses were received.

New Appointment Letters
In January 2012 new recruitment forms were introduced to accompany all new appointment letters. As a result, 282 patients have signed up to become members so far.

Weybridge Flier & Weybridge Society Newsletter
Steve McCarthy, Governor for Elmbridge, was able to secure publicity around membership with a free feature in the Weybridge Flier and a write up in the Weybridge Society Newsletter.

Walton Church on 21 February 2012
The Head of Corporate Affairs gave a presentation on the Trust's services and membership to approximately 20 members of a community group in Walton Church.

Laleham Methodist Church on 15 March 2012
A presentation by the Head of Corporate Affairs and Membership Manager took place at the Laleham Methodist Church at their Thursday Fellowship. The presentation was an update on the Trust's services and what membership of the Council of Governors means to the Trust. Although the group was small and a few were already members, 5 new members were recruited.

6,000th Public Member
In March 2012 the Trust recorded its 6,000th member, Ms Shelagh Gregson. Ms Gregson was invited to meet Aileen McLeish and received an orchid to commemorate the occasion.

Recruitment Stalls in Outpatients at Ashford & St Peter's Hospitals – May 2012
Recruitment Stalls to coincide with the publication of Members' Matters were held for St Peter's Hospital on 9 May 2012 and Ashford Hospital on 10 May. Keith Bradley, Michele Low, Godfrey Freemantle and Margaret Lenton provided support and as a result 48 new members were recruited.

Ashford on the Map Diamond Jubilee Fun Day
A recruitment stall was held at the Fun Day which took place on Sunday 3 June 2012. As well as the Membership Manager attending, Aileen McLeish, Chairman and Governors Simon Bhadye, Margaret Lenton and Brian Catt supported the event.

Although the display had to be curtailed considerably due to the wind and rain, it was a great opportunity to meet and talk with Spelthorne residents. 23 new members were recruited on the day with many more taking away application forms, Members' Matters and details on future Members' Events.

Englefield Green Village Fair
Hugh Meares, Appointed Governor for Runnymede Borough Council, attended Englefield Green Village Fair on 23 June 2012. He managed to recruit 23 members whilst rallying support for his council work.

Hugh continues to recruit through various avenues and has recruited a further 23 members.

Work Experience Week – 2 – 6 July 2012
The Membership Manager put on a stall displaying membership materials for the work experience week for around 20 school students visiting St Peter's Hospital for a week full of activities and talks around working for the NHS.

The Membership Manager also undertook a presentation to the students including a question and answer session and recruited 15 new members in the much needed 14 – 16 age category.

Hounslow Cardiovascular Alliance – 31 July 2012
The Chairman and Membership Manager went to present at the Hounslow Cardiovascular Alliance meeting on 31 July 2012.

The presentation covered recent developments at the Trust and future developments planned. A lively question and answer session followed and nine new members were recruited on the day with many more taking away application forms and membership materials. A further three applications for membership were received after the event.

Recruitment Stalls in Outpatients at Ashford & St Peter's Hospitals – August 2012
Recruitment Stalls to coincide with the publication of the Summer edition of Members' Matters were held for St Peter's Hospital on 8 August 2012 and Ashford Hospital on 9 August. Keith Bradley, Simon Bhadye and Brian Catt provided support and as a result 21 new members were recruited.

Runnymede Borough
Andrew Ryland, Governor for Runnymede, recruited 8 new members whilst undertaking his local community work.

Spelthorne Assembly – Kempton Race Course - September 2012
The Spelthorne Assembly is an annual fair for stakeholders in the Spelthorne area including the ambulance service, the Police, voluntary services, specialist health groups etc.

The Membership Manager attended along with the Head of Communications and the Associate Director of Business Development. It was an opportunity to raise the profile of the Trust and engage in useful networking opportunities. 17 new members were recruited with several others taking away application forms and information.

Voluntary Action in Spelthorne (**VAIS**) **– September 2012**
Via the Spelthorne Assembly, contact was made with one of the administrators of VAIS, Nicola Cheung, who agreed to place an advert on membership on their website, e-bulletin called "Stop Press" and the quarterly newsletter.

9 Forward Plan

- Continue to focus on recruitment
- Identify activities to increase Governors' profiles
- Increase membership engagement
- Develop a full calendar of health events for 2013

10 Recommendation

The Council is asked to approve the Annual Report from the Membership and Community Engagement Group and the revised Terms of Reference. The Council should also confirm membership of the Group going forward.