

COUNCIL OF GOVERNORS
11th December 2013

TITLE **Report from Membership and Community Engagement Group**

EXECUTIVE SUMMARY The minutes of the meeting of the Membership and Community Engagement Group held on 26th November 2013.

Matters discussed in the meeting on 26th November included:

- Chairmanship
- Membership Report
- Membership Action Plan
- Governor Surgeries – Runnymede
- Potential Community Events in the Elmbridge/Hounslow Areas

The Council is asked to: Note the minutes of the meeting held on 26th November 2013.

Submitted by: Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.

Date: December 2013

Decision: For Noting

**Membership and Community Engagement Group
26 November 2013**

**Room 1, PGEC, St. Peter's Hospital
3.00 pm – 5.00 pm**

PRESENT:	Brian Catt	BC	Public Governor - Spelthorne
	Diana Manthorpe	DM	Staff Governor – Volunteers
	Steve McCarthy	SM	Public Governor - Elmbridge
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
APOLOGIES:	Keith Goodger	KG	Public Governor – Richmond Upon Thames
	Paul Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	George Roe	GRo	Head of Corporate Affairs
	Giselle Rothwell	GR	Head of Communications
	Anu Sehdev	AS	Membership Manager

MEG 36/13 Minutes from Previous Meeting

The minutes from the previous meeting held on 27 August 2013 were agreed as a correct record.

Matters Arising

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

MEG 37/13 Membership Report (MEG 29/13 refers)

The Membership Manager advised she had spoken with Duncan Spring, OCS Manager, about the possibility of advertising membership in café areas. Duncan was happy for advertising to take place in the restaurants but did not feel there was enough space in the café areas. The Group discussed the possibility of using the window sills in the café at St Peter's Hospital.

The Membership Manager also raised the possible use of the foyer area before the Main Reception area at St Peter's Hospital and the Head of Communications advised that there was redundant wall space which she had been hoping to utilise again and would look into this.

GR

MEG 38/13 Membership Action Plan (MEG 31/13 refers)

The Membership Manager advised that she had spoken with Ace Thindal, IT Project Manager, about utilising the new Self Check-In docks for advertising membership and he had indicated that this would not be possible, although the screens in outpatient waiting areas were an option. The Head of Communications advised that she had been approached for information for the Self Check-In docks and would speak with Ace about membership. The Group agreed that the advert would need to be condensed compared to previous literature and would look at designing one.

GR

MEG
39/13**Chairmanship**

The Head of Corporate Affairs advised that it was now time to decide on the Chair for the Group going forward. Andrew Ryland, the current Chair, advised that he was happy to stand down should anyone wish to take over the Chairman's role. Michael Smith and Steve McCarthy both backed Andrew to continue on as Chair.

The Group AGREED that Andrew Ryland should continue as Chairman for a further year.

MEG
40/13**Membership Report**

The Membership Manager presented highlights from the report. It was advised that over the three month period 1 August to 31 October 2013, there was an overall increase of 83 members. On-line applications had risen slightly which indicated that more people were visiting the Trust's website and choosing to proceed to the Membership section. Over the same timeframe the Trust had lost 61 members with most being deceased. However, 17 members had decided to opt out of membership and this was as a result of increased communication with members.

The Membership Manager advised that the student event had proved to be a useful first attempt for engaging with younger people. It was envisaged that these would continue annually. Andrew Ryland and Diana Manthorpe felt that the presentations were somewhat long for the audience although the commitment and passion of those presenting clearly showed. Michael Smith suggested that the event be called "A Career in Health" rather than the "NHS". It was advised that next time, more schools would be invited to these events.

The Membership Manager advised that the Radiology Services event had been postponed due to the change in management and once the new manager became established, this would be rearranged for 2014. The Membership Manager further advised that she was in the process of arranging events for 2014 and that Ophthalmology and Vascular Surgery were almost confirmed with further events on Cardiology, Stroke, Diabetes, Orthopaedics, A&E being considered. The Head of Corporate Affairs suggested a joint event with Royal Surrey County Hospital and the Group considered Pathology may be an event that could be undertaken jointly as the service was already delivered jointly. It was suggested that this event should take place in the community. The Head of Communications considered that members would appreciate an insight into complicated procedures, ie having a stent fitted, and also suggested including the ambulance services in the A&E event.

Diana Manthorpe advised that she had recently seen a mention of Kestrel Ward on the Trust's website when this had not existed for some time. The Head of Communications advised that Simon Leathers was in charge of the website as well as the Intranet and Aspire Bulletin. It was not feasible for him to manage all the information due the demands on his time and it was up to individual departments to manage their own areas on the website to ensure information was kept up to date. However, Diana agreed to advise the Head of Communications where she had seen the reference to Kestrel Ward so this could be amended.

DM

The Membership Manager advised that she had received a query from a member about including a search facility on the website and the Head of

GR

Communications agreed to look into this.

Steve McCarthy suggested that the two tables in the report be across the same timeframes so as to highlight how many members were recruited and lost in a given month.

AS

The Group NOTED the report.

**MEG
41/13**

Membership Action Plan

The Membership Manager highlighted progress with the Membership Action Plan. It was advised that a steady number of people had contacted the Membership Office with their queries. It was noted that there appeared to be an increased interest in attending Trust Board meetings. Members' Events were advertised on Aspire and tweets were sent by the Head of Communications mentioning them.

The Membership Manager handed out the Autumn edition of Members' Matters and advised that she would be looking at holding recruitment stands nearer Christmas. The Head of Communications advised that she would ensure the magazine was mentioned in the Aspire bulletin.

GR

It was advised that 41% of the target of 325 new members had been achieved. The Membership Manager was pleased to advise that 27 new members from the 14 – 16 age category had been recruited as a result of the Student Event and the Trust's Work Experience Week and many of these were Elmbridge residents.

The Head of Communications advised that the Trust now had 840 followers and regular tweets were posted by a handful of staff members. The Head of Communications was in overall charge of tweeting for the Trust. The Head of Communications highlighted that there were a lot of positives from tweeting but there were also some negatives and she highlighted the time when the Trust had commented about the new nurses from Portugal and how this news had not been received favourably by some members of the public. However, overall it was considered a good way to communicate with the public.

The Head of Communications welcomed feedback from the Governors on the latest edition of Members' Matters and requested that they also share with her feedback from friends and family.

Brian Catt advised that he was in the process of finalising the questionnaire being targeted at Spelthorne members and may add a question relating to Members' Matters.

The Group NOTED the action plan.

**MEG
42/13**

Governor Surgeries - Runnymede

Andrew Ryland advised that he had looked at securing Brook Hall in Ottershaw for a potential Runnymede Governor Surgery and had been successful in getting a response from Susan Lockwood, Public Governor for Runnymede, for participation in the surgery. Andrew advised he would now go ahead and secure an evening session in March taking place 7.00 – 8.00 pm.

AR

The Group discussed advertising the surgery and discussion around

displaying posters in local shops, the local council premises, local papers and monthly bulletins to members took place. The Group considered that direct time with each person would be a more appropriate use of time rather than a group format.

Michael Smith advised that councillors held similar types of surgeries and were mostly approached with complaints. The Group discussed the importance of having PALS leaflets to hand out if a resident wished to make a complaint. Members and local residents that were not members would be encouraged to come along and share their views and offer feedback.

**MEG
43/13**

Potential Community Events in the Elmbridge/Hounslow Areas

The Membership Manager requested the Group's ideas on which community events she could attend in the Elmbridge and Hounslow areas. Steve McCarthy advised that he was aware of Oatlands Village Fare which usually took place in June. He was also aware that the local council held consultation events.

The Group discussed past ventures and it was felt that community events were not the best utilisation of time and effort as recruitment numbers were minimal. The Membership Manager advised that recruitment on hospital premises was more successful. The Group also discussed utilising Weybridge Hospital, Cobham Day Surgery and Teddington Memorial Hospital.

Brian Catt felt that any area in the hospital that patients were waiting in provided a good place to advertise membership. The Membership Manager and Communications Manager decided they would walk around the hospital sites to establish areas that could be utilised for advertising membership.

AS & GR

**MEG
44/13**

Any Other Business

The Membership Manager advised that she had been contacted by Keith Bradley, Public Governor for Woking and Guildford, about the possibility of Governors being present when donations were handed to the Trust by external groups. The Head of Communications advised that many donations were made to the Maternity Unit with presentations taking place almost weekly. These were not always recorded by the local papers as they were considered repetitive. However, certainly going forward consideration would be given to including the Governors in larger presentations.

The Group agreed that another member should be recruited to MEG and that the recently elected Governors should be targeted. Andrew Ryland agreed to broach this subject at the next Council of Governors meeting on 11 December 2013.

The Membership Manager advised that she had drafted the Membership and Community Engagement Group's Annual Report which was due to be included in the next Council of Governors papers. Feedback was requested from the Group and the Group AGREED the report be presented to the Council of Governors.

Andrew Ryland led the Group on thanking Diana Manthorpe, Staff Governor for Volunteers, for her commitment to the Group as this was her last meeting after standing down in recent elections.

Dates of Meetings for 2014

Tuesday 11 February

Tuesday 15 April

Tuesday 17 June

Tuesday 19 August

Tuesday 25 November

All in Room 1, Postgraduate Education Centre from 3.00 – 5.00 pm

Action log

KEY: ✓ Done ---- On track X Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 27/08/13	
26.11.13	MEG 37/13	Membership Report (MEG 29/13 refers)	Look at utilising the space in the foyer area for publicising membership.	GR	11 Feb 2014		
26.11.13	MEG 38/13	Membership Action Plan (MEG 31/13 refers)	Design a new advert for Self Check-In docks/screens in waiting areas.	GR	11 Feb 2014		
26.11.13	MEG 40/13	Membership Report	Advise where Kestrel Ward was mentioned on the Trust's website.	DM	ASAP		
26.11.13	MEG 40/13	Membership Report	Look at putting a search facility on the Trust's website.	GR	11 Feb 2014		
26.11.13	MEG 40/13	Membership Report	The two tables should show the same timeframes highlighting members recruited and lost.	AS	11 Feb 2014		
26.11.13	MEG 40/13	Membership Action Plan	Include a mention of Members' Matters in the Aspire bulletin.	GR	ASAP	Complete	✓
26.11.13	MEG 42/13	Governor Surgeries – Runnymede	Finalise a date for the first surgery	AR	ASAP		
26.11.13	MEG 43/13	Potential Community Events in the Elmbridge/Hounslow Areas	Walk around hospital sites to establish areas where membership can be publicised.	AS & GR	11 Feb 2014		