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

COUNCIL OF GOVERNORS
11th December 2013

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 Group's membership, per the Terms of Reference, is between 6 and 10 Governors. The Group currently has 6 members with two leaving the Group in the year: Diana Manthorpe (who did not re-stand to be a Governor) and Samantha Lamb (who resigned to concentrate on activities with the Staff Wellness Group). Nominations of other Governors to join the Group are therefore welcome. Andrew Ryland was re-elected as Chairman at the meeting which took place on 26th November 2013.
The Council of Governors is asked to:	Note the Annual Report and approve the revised Terms of Reference.
Submitted by:	Andrew Ryland, Public Governor for Runnymede and Chairman of the Membership & Community Engagement Group
Date:	3rd December 2013
Decision:	For Approval

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

Membership and Community Engagement Group: Review of the Year – October 2012 – October 2013

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:

11 December 2012
19 February 2013
23 April 2013
25 June 2013
27 August 2013

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	5
Brian Catt	Public Governor - Spelthorne	5	4
Diana Manthorpe	Staff Governor – Volunteers	5	5
Keith Goodger	Public Governor – Richmond	5	4
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	2	1
Steve McCarthy	Public Governor – Elmbridge	5	5

Samantha Lamb resigned from the Group with effect from 23 April 2013 as she wished to concentrate her efforts on the newly formed Wellness Group. The Wellness Group would be looking at implementing ways of improving the overall staff experience.

4 Progress/Achievements

During the year the Group has:

- Regularly reviewed the membership action plan and targeted areas of under-representation;
- Exceeded target of a 5% increase in membership recruitment during 2012-2013;
- Encouraged attendance from members at Trust Board meetings;
- Encouraged several Governors to recruit new members via avenues available to them;
- Recommended strategy to the Council of Governors and
- Supported the development of four quarterly editions of Members' Matters.

5 Terms of Reference

No changes are proposed to the attached Terms of Reference.

6 Membership

	NUMBER OF PUBLIC MEMBERS AS AT 30/09/12	NUMBER OF PUBLIC MEMBERS AS AT 31/10/13	INCREASE / DECREASE	
Elmbridge	395	477	+82	↑
Guildford	90	88	-2	↓
Hounslow	797	915	+118	↑
Richmond Upon Thames	135	135	0	↔
Runnymede	756	848	+92	↑
Spelthorne	1558	1697	+139	↑
Surrey Heath	274	277	+3	↑
Windsor and Maidenhead	220	220	0	↔
Woking	1977	1973	-4	↓
Membership Total	**6202**	**6630**	**+428**	↑

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:

- End of Life Care – with a focus on the Liverpool Care Pathway
- Dementia Services
- Organ Donation
- Nutrition for Life
- Weight-Loss Surgery
- Maternity Services
- Annual Members' Meeting
- Student Event: a Career in the NHS

A full programme for 2014 is currently being developed.

8 Actions from Action Plan

Maternity User Group – October 2012
The Group was attended by the Membership Manager and although only two members of the public attended, one was recruited as a member and the other was already a member. The Head of Midwifery and Gynaecology Nursing gave her permission for a recruitment stall to be held in Maternity Reception (see below).

Recruitment Staff in Maternity Reception – November 2012
A recruitment stall was held in Maternity Reception to coincide with the publication of the autumn edition of Members' Matters. Margaret Lenton supported the recruitment drive and 10 new members were recruited.

Bariatric Support Group – November 2012
The Membership Manager attended the Bariatric Support Group at Ashford Hospital where approximately 30 patients attended. It was an informal gathering for patients to share their experiences and get advice from other patients as well as a Dietitian and Bariatric Specialist

Nurse. Membership was highlighted to the group and there was an opportunity to ask questions. Ten new members were recruited with many more taking away membership application forms to complete at a later date.

Wolsey Place Shopping Centre – 9 March 2013
The Membership Manager attended Wolsey Place Shopping Centre along with members of the Maternity Unit and the local National Childbirth Trust (NCT) branch. A stand was set up in the middle of Wolsey Place Shopping Centre to promote maternity services and highlight the new Midwifery Led Unit due to open in December 2013.

Aileen McLeish and her husband also attended on the day and she remarked how professional and eye catching the stand was. Lots of passers-by stopped to chat with staff and many joined up to become members or take away application forms.

At lunchtime, the group was joined by Jonathan Lord, MP for Woking, who was persuaded to become a member on the day. The Mayor (Michael Smith – Governor) and Mayoress for Woking also joined the group and Michael went on to mention the event in his Mayor's diary in the Woking News and Mail.

19 members were recruited on the day.

Recruitment through the Eye Unit – March 2013
During the month of March, Mr Arun Gupta, Staff Governor for Medical and Dental staff, worked tirelessly to recruit 200 new members during clinic time and his efforts are much appreciated, especially since many of those recruited are from the constituency of Hounslow where there is a need to increase membership numbers.

Recruitment of Members by Public Governors
Andrew Ryland, Public Governor for Runnymede, Simon Bhadye and Brian Catt, Public Governors for Spelthorne all recruited new members via channels available to them.

Work Experience Week – 1 – 5 July 2013
The Membership Manager put on a stall displaying membership materials for the work experience week for local 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 13 new members in the much needed 14 – 16 age category.

Spelthorne Assembly – Kempton Race Course - September 2013
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 Head of Corporate Affairs attended along with the Communications Manager and Samantha Lamb, Staff Governor for Ancillary, Administrative, Clerical and Managerial staff. It was an opportunity to raise the profile of the Trust and engage with other local organisations.

Student Event: A Career in the NHS – 22 October 2013
This was the first time an event had been arranged especially for students wishing to pursue a career in the NHS. Margaret Lenton, Public Governor for Windsor and Maidenhead, provided assistance in the organisation of this event and schools in the immediate vicinity of St Peter's Hospital were approached. Feedback was very positive and 14 new members were recruited on the day.

This was an important first step in developing links with local schools and colleges and it is anticipated that this will be an annual event reaching even more educational establishments thus enabling the Group to increase membership in the 14 – 16 age category.

On-Line Recruitment
During the period 1 October 2012 to 31 October 2013 56 members of the public visited the Trust's website and navigated to the Members' page to complete the on-line application form to enrol as a member.

9 Forward Plan

- Continue to focus on recruitment (an increase of 5% over the financial year);
- Concentrate recruitment efforts in the marginally underrepresented areas of Elmbridge and Hounslow;
- Recruit more members in the 14-16 age group category through annual student events;
- Develop a full calendar of health events for 2014;
- Identify activities to increase Governors' profiles, including the trailing of Governor Surgeries in the community;
- Continue to increase membership engagement.

10 Recommendation

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

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Membership and Community Engagement Group of the Council of Governors Terms of Reference

1. Constitution

The Council of Governors hereby resolves to establish a sub-group called the **Membership and Community Engagement Group**. The Group has no formal powers, other than those specifically delegated in these Terms of Reference.

2. Authority

The Group is authorised by the Council of Governors to undertake any activity within its Terms of Reference and report back to the Council of Governors.

3. Membership

The Committee will be appointed by the Council and shall consist of no less than 6 members and no more than 10.

The Committee shall consist of at least six Governors, to include at least one each of public and staff Governors. Appointments to the Committee shall be for a period of up to three years, which may be extended for one further one-year period.

Co-opted members include:

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

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

4. Chair

The meeting will be chaired by a Governor.

5. Attendance

Members of the Group should attend a minimum of 50% of the meetings.

Other managers may be invited to attend meetings for specific items.

6. Quorum

The quorum will be 4 members, 2 of whom must be public governors.

7. Frequency and Conduct

The Group should meet at least 4 times a year but no more than 6 weekly.

8. Secretary

The Membership Manager will act as Group Secretary

Papers to be circulated one week in advance of meetings

9. Duties

The Group has no executive powers, and exists to advise and assist the Council in achieving its functions.

On behalf of the Council of Governors, the Committee will:

- Oversee the development of the Trust's membership (including public, patient and staff members), and advise on ways in which the membership can be developed to be truly representative of the local population;

- Promote the development and implementation of an engagement plan to ensure effective two way communication with members, engagement at a constituency level and effective members' engagement with the Trust;

- Work with the Head of Communications in developing Members Matters;

- Establish, develop and promote partnership between the Trust, the membership, the local community and other local stakeholders to serve the best interest of the patients and public;

- Ensure that the role of governors as 'ambassadors' of the Trust is maximised.

In carrying out these tasks, the Group will ensure that the principles of equality and diversity are applied.

9.1 Membership Development

9.1.1 Adopt, review and recommend to the Board of Directors for approval, the Trust's membership strategy and receive regular reports on its implementation;

9.1.2 Highlight any barriers to the membership of the Trust, so that membership is open to all people who are eligible to join. Ensure that any barriers to membership are addressed and removed;

9.1.3 Comment on the Trust's annual report on membership for approval by the Council of Governors and submission to Monitor as part of the Trust's reporting arrangements;

9.1.4 Work with the Head of Communications to develop Members Matters;

9.1.5 Focus on encouraging membership amongst 'hard to reach' groups.

9.2 Engagement

9.2.1 Monitor progress against the Trust's Membership Strategy and assure the Council of Governors that arrangements for communicating with its members meet all necessary standards and policies and procedures.

9.2.2 Identify ways in which the Council of Governors can increase its level of engagement with members and within constituencies and ensure that actions

are taken to increase the level of engagement.

9.2.3 Advise the Council of Governors and the Board of Directors of any further actions that the Group feels should be taken to benefit members of the Trust or to attract further members.

9.2.4 Seek ways to ensure that members are involved in service planning and development.

9.2.5 Assist the Trust Chairman in engaging with members to support initiatives to meet broader Trust objectives when and where required.

9.3 Ambassadorial Role

Ensure that the Council of Governors takes all opportunities to promote the Trust to the local community as both a hospital of choice and employer of choice.

9.4 Stakeholder Engagement

To support the Trust in its implementation of its Communications and Engagement Strategy by seeking to engage new local community organisations in membership.

10. Reporting lines

The Group will report to the Council. The minutes of meetings will be formally recorded and submitted to the Council of Governors. The Group will, at least once a year, review its own performance and Terms of Reference to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to the Council of Governors for approval and for the agreement of a future work plan.

11. Monitoring

The effectiveness of the Group will be monitored by the Council of Governors via the receipt and discussion of minutes

Approved by Council

Date: September 2012
Review: December 2013