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

COUNCIL OF GOVERNORS
1st December 2015

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 17th November are attached. Matters discussed in the meeting on 17th November 2015 included: • Membership Report • Membership Action Plan • Membership Annual Report and TORs • Chairmanship of MEG • Merger Activity in Relation to Public Engagement • Members' Magazine – Aspire – Review of 1st Edition and Suggestions for the Winter Edition
The Council is asked to:	Note the minutes of the meeting held on 17th November 2015.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	December 2015
Decision:	For Noting

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

Membership and Community Engagement Group
17 November 2015

Management Meeting Room, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Steve McCarthy	SM	Public Governor - Elmbridge
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
	Danny Sparkes	DS	Public Governor - Runnymede
APOLOGIES:	Brian Catt	BC	Public Governor - Spelthorne
	Paul Darling-Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	Jennie Saul	JS	Communications Officer
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 26/15 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 9 June 2015 were agreed as a correct record. The updated log was NOTED and further clarification on:

MEG-21/15 Membership Action Plan – Investigate the increased utilisation of Facebook - was sought and provided by the Communications Officer. It was advised that the Trust had 600 Facebook followers and that this was not a high number compared to other trusts but consistent. The Trust had many more twitter followers. The Communications Officer advised that in her experience campaigns helped encourage engagement but currently the Trust was mostly sharing corporate news. Andrew Ryland felt it important to consider how after the merger audiences of all three hospitals would be brought together.

MEG 27/15 **Membership Report**

The Membership and Engagement Manager presented the Membership Report highlighting there had been a slight increase in membership over the past five months, but 46 members had been lost with a large proportion of these being deceased.

Andrew Ryland pointed out that on-line applications were slightly down as these reflected figures over a five month period

The Membership and Engagement Manager further highlighted the success of the Annual Members' Meeting and Members' Events on Cardiovascular Services and Dementia Services. Venues had been full to capacity and many positive comments had been received.

The Group NOTED the report.

MEG 28/15 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership

Action Plan and highlighted that contacts with members continued to increase and although these were mainly by email, many members were now choosing to make contact by telephone.
It was further advised that there continued to be regular attendance at Trust Board by a few members.

Recently an invite had been sent to members for the Research and Development Open Event which several members attended and found to be very informative.

Finally, it was advised that the engagement campaign in relation to the merger was underway. Michael Smith highlighted that the Peacocks Shopping Centre had free Wi-Fi and that it might be worth considering having a public event there as potential members could enrol electronically there and then. The Communications Officer advised that she would raise this with the Head of Communications but she was aware that venues had proved difficult to book. The Communications Officer also confirmed that Brooklands was on the list. **JS**

The Group NOTED the plan.

MEG 29/15 **Membership Annual Report and TORs**

The Membership and Engagement Manager presented the draft Annual Report and suggested no changes to the Terms of Reference.

The Group APPROVED the Annual Report and Terms of Reference.

MEG 30/15 **Chairmanship of MEG**

Danny Sparkes requested that the Group consider Andrew Ryland continued as Chair.

The Group AGREED unanimously that Andrew Ryland continue as Chair.

MEG 31/15 **Merger Activity in Relation to Public Engagement**

The Communications Officer queried when the Group felt another Members' bulletin was needed. The Group agreed that January would be a good time for the next one bearing in mind the magazine had just been sent out and another one was due in December. The Group agreed that any decisions on the merger should, however, be communicated as soon as they were made. The Group discussed consistent messaging across the Trust and the Royal Surrey. The Communications Officer agreed to raise this with the Head of Communications. **JS**

The Communications Officer updated the Group on merger activity and advised that most of the public engagement would begin after Christmas. These would be through public meetings, roadshows and attending existing meetings in the community and would encourage two way dialogue. Once dates were finalised these would be advertised on the joint website: http://working-together.org/ Posters and booklets were shown to the Group highlighting the merger and how to provide feedback. These were aimed at members of the public. It was advised that any feedback received would be integrated into plans. The Group discussed the wording of questions in the feedback booklet and suggested that perhaps it was a little text heavy. It was agreed that this would be followed up with the Head of Communications. **JS**

The Group discussed the importance of the requirement that Governors ensured that the non-executive directors followed the correct process during the merger, for example that there had been adequate engagement with members of the public. The Communications Officer advised that results/feedback of the public engagement would be documented. The Group further discussed the importance of encouraging Governor attendance at public events and it was agreed that once dates had been finalised a message would be sent to Governors requesting their attendance at their local events. **JS/AS**

Andrew Ryland queried whether an event in Egham had been considered and Michael Smith mentioned that the newly opened Asda in Sheerwater was worth considering due to the large footfall. The Communications Officer agreed to pass these suggestions to the Head of Communications. **JS**

MEG 32/15 Members' Magazine – Aspire – Review of 1st Edition and Suggestions for the Winter Edition

The Communications Officer handed out copies of the first edition of Aspire – the newly combined staff and members' magazine. It was advised that the Communications Officer was currently putting together the next edition which was due to go to print on 4 December and would be sent out around the 15 December. It had been considered that areas of the Trust that were particularly busy during the winter period would feature in articles, for example Paediatric Oncology, Catering, League of Friends and Radio Wey. The magazine would have a similar look and feel to the first edition. The Communications Officer invited feedback from the Group.

The Group liked the new format and appreciated that producing the magazine digitally was the most cost effective, although at around 30 pence per copy the Group did not consider it too costly.

The Communications Officer further advised that the front picture of the next edition would have a Christmas theme. The Group discussed how the benefits of being a member could be conveyed and it was agreed that since elections were currently underway in the Runnymede and Windsor & Maidenhead constituency, that the successful Governors, especially if re-elected, should write short piece covering why they had wanted to be a Governor and the benefits of membership. It was also agreed that up to date photos would be taken of Andrew Ryland, Michael Smith and Steve McCarthy. The Communications Officer advised that a time should be set up with Medical Photography by each Governor when they next attended the Trust so that photos could be taken. **AR/MS/SM**

The Communications Officer suggested that quotes/testimonials from members could feature in the Spring issue covering each catchment area and that it may be possible to interview members at engagement events. It was agreed that the Membership and Engagement Manager would identify a few members and once she had their agreement to be interviewed, would pass their names and contact details to the Communications Officer. **AS**

Andrew Ryland suggested that the social media section was a little lost on the back page with the winter message and that it should be given more prominence. Andrew also highlighted that the recent usage of video by the Trust was very positive and should be shared with the public and to this end the You Tube logo should also be highlighted.

MEG 33/15 **Any Other Business**

None

MEG 34/15 **Dates of Meetings for 2016**

Tuesday 23 February
Tuesday 26 April
Tuesday 7 June
Tuesday 23 August
Tuesday 15 November

All taking place at 3.00 – 5.00 pm and in the Management Meeting Room

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

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
17.11.15	**MEG-28/15**	**Membership Action Plan**	Suggest Peacocks Shopping Centre being used in an engagement event	**JS**	23 Feb 2016	This is on the list of events	✔
17.11.15	**MEG-31/15**	**Merger Activity in Relation to Public Engagement**	Merger decisions to be communicated immediately and to ensure consistency of messaging across the Trust and the Royal Surrey.	**JS**	23 Feb 2016	Agreed. Merger messaging is always consistent	✔
17.11.15	**MEG-31/15**	**Merger Activity in Relation to Public Engagement**	Mention to the Head of Communications that the Group felt the booklet was a little text heavy	**JS**	23 Feb 2016	Considerable work and input gained from a small working group from the Stakeholder Panel. Will reconsider issue of text being too heavy.	✔
17.11.15	**MEG-31/15**	**Merger Activity in Relation to Public Engagement**	Forward dates to the Membership and Engagement Manager and forward these dates to Governors to encourage attendance	**JS/AS**	23 Feb 2016		
17.11.15	**MEG-31/15**	**Merger Activity in Relation to Public Engagement**	Suggest considering engagement events in Egham and Asda in Sheerwater	**JS**	23 Feb 2016	Both to be considered although supermarkets are difficult to book	✔
17.11.15	**MEG-32/15**	**Members' Magazine – Aspire – Review of 1st Edition and Suggestions for the Winter Edition**	Arrange a time to have photo taken	**AR/MS/SM**	23 Feb 2016		
17.11.15	**MEG-32/15**	**Members' Magazine – Aspire – Review of 1st Edition and Suggestions for the Winter Edition**	Identify a few members that could be interviewed and pass details to the Communications Officer	**AS**	23 Feb 2016		