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

COUNCIL OF GOVERNORS
1st December 2015

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. There are no changes proposed. The Group's membership is between six and 10 Governors; it currently has six members.
The Council of Governors is asked to:	Review the report and approve the terms of reference.
Submitted by:	Andrew Ryland, Public Governor for Runnymede and Chairman of the Membership & Community Engagement Group
Date:	December 2015
Decision:	For Approval

Ashford and St. Peter's Hospitals NHS
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Membership and Community Engagement Group:
Review of the Year – November 2014 – October 2015

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:

25 November 2014
17 February 2015
21 April 2015
9 June 2015

3 Membership and Attendance

The membership of the Membership and Community Engagement 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	4	4
Brian Catt	Public Governor – Spelthorne	4	3
Keith Goodger	Public Governor – Richmond	1	1
Michael Smith	Appointed Governor – Woking	4	3
Danny Sparkes	Public Governor – Runnymede	4	4
Paul Wills	Staff Governor – AHP, HCA & Healthcare Scientist	4	3
Steve McCarthy	Public Governor – Elmbridge	4	3

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 2014/15;
- Arranged a successful Annual Members' Meeting;
- Continued with the success of Members' Events with venues being at full capacity;
- Encouraged attendance from members at Trust Board and Council of Governor meetings and
- Supported the development of quarterly editions of Members' Matters.

5 Terms of Reference

No changes are proposed.

6 Membership

	NUMBER OF PUBLIC MEMBERS AS AT 31/10/14	NUMBER OF PUBLIC MEMBERS AS AT 31/10/15	INCREASE / DECREASE	
Elmbridge	529	558	+29	↑
Hounslow	981	1011	+30	↑
Richmond Upon Thames	130	131	+1	↑
Runnymede	908	979	+71	↑
Spelthorne	1859	1900	+41	↑
Surrey Heath	281	283	+2	↑
Windsor & Maidenhead	210	208	-2	↓
Woking and Guildford	2082	2093	+11	↑
Membership Total	**6980**	**7163**	**+183**	↑

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:

- Cancer Services
- Annual Members' Meeting
- Cardiovascular Services
- Dementia Services

A programme for 2016 is currently being developed to include public engagement events in relation to the proposed merger with the Royal Surrey County Hospital NHS Foundation Trust.

8 Other Actions from Action Plan

Engagement with Members via Email and Telephone

Engagement with members has continued to improve over the past year with many more members feeling comfortable in contacting the Membership Office with queries either as a result of a monthly bulletin or other correspondence.

Recruiting Members Aged 14 – 18 years

The Membership and Engagement Manager presented to Royal Holloway students on 13th February 2015 and recruited 21 new members.

On-Line Recruitment

During the period 1 November 2014 to 31 October 2015, 19 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;
- Develop a full calendar of health events for 2016;
- Continue to increase membership engagement and
- Focus on merger communication with members and the wider public.

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.

Co-opted members include:

- Membership and Engagement 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 a members' magazine;

- 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 a members' magazine;

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: November 2015
Review: December 2016