Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
6th December 2017

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 18th October and 22nd November 2017 are attached. Matters discussed in the meeting on 18th October 2017 included: • Membership Report • Membership Action Plan • Recruitment of new members leading up to the Christmas period • Future Strategies and Engagement with Members Matters discussed in the meeting on 22nd November 2017 included: • Membership Report • Membership Action Plan • Recruitment of new members leading up to the Christmas period • Communications – Aspire and other actions • Chairmanship of MEG
The Council is asked to:	Note the minutes of the meeting held on 18th October and 22nd November 2017
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede and Windsor and Maidenhead
Date:	December 2017
Decision:	For Noting

Membership and Community Engagement Group
18 October 2017

Room 3, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Simon Bhadye	SB	Public Governor, Spelthorne
	Richard Docketty	RD	Staff Governor, Volunteers
	Barbara Mogensen	BM	Public Governor, Elmbridge
	Bhagat Singh Rupal	BR	Public Governor, Hounslow & Richmond upon Thames
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Windsor & Maidenhead
IN ATTENDANCE:			
Only MEG 34/17	George Roe	GR	Associate Director of Strategy
Only MEG 40/17	Anna Scott	ASc	Communications Manager
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Lilly Evans	LE	Public Governor, Runnymede, Windsor & Maidenhead
	Bertie Swan	BS	Public Governor, Elmbridge

MEG 33/17 **Apologies**

Apologies as listed above.

MEG 34/17 **Future Strategies and Engagement with Members**

The Associate Director of Strategy attended this segment and presented on the Trust's Strategy including the strategy triangle which had been developed with the Royal Surrey during merger talks and talked about the Trust's vision, aims, mission, values and strategic objectives and options. Danny Sparkes suggested the 4Ps (Trust values) were displayed throughout the Trust. The Associate Director of Strategy reminded the Group about the "heart" graphic which was being used more and more throughout the Trust.

Danny queried whether the Clinical Commissioning Groups (CCGs) were merging and it was advised they were not merging but joining together to work to deliver the joint delivery programmes which fell across two or three CCGs. This would enable CCGs to become as efficient as possible.

Discussion took place on the Symphony Programme which was set up in response to high demand for healthcare, rising costs and a GP recruitment crisis. It is a collaboration between South Somerset GP Federation (19 practices), Yeovil District Hospital, Somerset Partnership NHS Foundation Trust and Somerset County Council. Together they have analysed the population, joined up data, developed new integrated care models and new organisational forms to support primary care.

Richard Docketty referenced past merger or joint working conversations with other trusts and queried how the Trust could avoid organisations reneging on decisions and the Associate Director of Strategy advised that agreements would now be contract based.

Discussion followed about working with the Royal Surrey to provide nuclear medicine and haematology services. This was due in main to the difficulties in

recruiting staff to these areas and the lack of catchment population. It was advised that other ways of providing patient care were through tertiary providers which were currently mainly located in the London area. It was hoped to have more providers with some even working on the Ashford and St Peter's site. Finally, the Hospital Group model was touched upon with the example being given of the Royal Free Hospital.

What sort of hospital the Trust was aspiring to be was discussed and it was considered that the Trust was aspiring to be a Major Emergency Centre with some specialist services (stroke, cardio-vascular, neonatology, and bariatrics). The Group considered that the Trust should be promoting itself in the community as well as within the Trust.

The Associate Director of Strategy suggested a members' event taking place in the new year around changes/promoting services. Further discussion was due to take place with the Deputy Chief Executive and Membership and Engagement Manager to decide which area would be looked at.

Simon Bhadye advised of the possibility of acquiring funds from the Deputy High Sheriff at the Council for any specific project the Trust was considering. Barbara Mogensen suggested sponsoring a brick for £10 in memory of a loved one when building works began.

The Group thanked the Associate Director of Strategy for his presentation and input.

MEG 35/17 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 26 July 2017 were agreed as a correct record. The updated log was NOTED.

MEG 36/17 **Matters Arising**

Update the Group on the outcome of talks with Hounslow Council colleagues

Bhagat Singh Rupal advised that he had attended his local Macmillan coffee morning and when speaking with people there they were surprised to learn that he was a Governor for Ashford and St Peter's. They queried why Ashford Hospital had lost its A&E and queried where St Peter's Hospital was located. Bhagat explained that Hounslow Council did not have a permanent home but he would be attending seminars in his local community where he would publicise the Trust and advise he was a Governor there. The Membership and Engagement Manager advised that this would also be a good opportunity to recruit new members and that she would provide Bhagat with membership forms. **AS**

Approach local library to see whether they would allow a stand to recruit new members

Danny Sparkes advised that she had been invited to talk at the library about the Trust and how to become a member. Danny agreed to invite the Membership and Engagement Manager to come along. **DS**

Check how Communications getting on with poster and whether other Governors would like to produce a poster too

The Membership and Engagement Manager advised that Anna Scott from Communications would be attending later in the meeting and Danny Sparkes would be able to speak to her then to check progress. Danny advised that the poster would include her photograph with a few details of what she did and how to contact her through the Membership and Engagement Manager's office. She had spoken with Governors about producing a similar poster and some had

expressed an interest in doing the same.

It was agreed that the Group would check on progress with the board showing photographs of all the Governors when Anna Scott from Communications attended later.

Ask Governors at Council whether they would be interested in setting up a WhatsApp Group
Danny advised that the Governors were not keen in setting up such a group.

MEG 37/17 **Membership Report**

The Membership and Engagement Manager presented the Membership Report. In response to Richard Docketty she advised that staff and volunteer data was not included in the report as they were all considered members unless they wished to opt out. The data in the report highlighted public members only which could change from month to month. The staff and volunteer data was included in the total membership numbers on the Trust's website.

The Group then discussed the Members' Event on Let's Talk About It – your end of life wishes. The Group queried whether you could still donate organs if you were unable to donate blood and what age was it considered too old to donate organs. The Membership and Engagement Manager advised that she was due to attend the next Organ Donation Committee meeting and would put these questions to the group. **AS**

The Group NOTED the report.

MEG 38/17 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan and advised that all actions were up to date.

Danny Sparkes talked about future members' events and the Membership and Engagement Manager advised that she would be meeting with the Deputy Chief Executive and Associate Director of Strategy to discuss ideas and agreed to raise any the Group had. Danny reiterated her request for a Colorectal event and that her daughter may be able to attend to relay her personal story. Discussion took place around having and event covering a Day in the Life of A&E. **AS**

The Group NOTED the plan.

MEG 39/17 **Recruitment of new members leading up to the Christmas period**

The Membership and Engagement Manager advised that she would be setting up a stand in the main entrance at St Peter's Hospital in order to recruit new members during the week of 11th December and would be grateful for any assistance from Governors once a date was finalised. Danny Sparkes and possibly Richard Docketty agreed to help. **AS**

MEG 40/17 **Aspire – Autumn edition and ideas for the Winter edition**

Anna Scott, Communications Manager, attended this segment and went through the autumn edition which was almost finalised and about to go to print. Items included:

- Rt Hon Jeremy Hunt's visit to the Trust
- New virtual reality equipment

- Judith Moore's article on Organ Donation and the Memory Tree Event
- Feature on Theatres
- Aileen McLeish's leaving do
- Heather Caudle's leaving do
- Sue Tranka, New Chief Nurse
- Annual Members' Meeting
- Visit from Cecelia Anim, President of the Royal College of Nursing

Danny Sparkes queried whether the "Did you know" bubble could be included highlighting how much regular tests/procedures cost. Anna advised that she would look into this.

Anna advised that there were changes intended for the magazines that went out from the Communications Team. The monthly staff magazine was not considered valuable anymore so only the quarterly magazine would be produced in future and this would undergo a redesign.

The Group queried the lack of presence the Trust had in the local press and Anna advised that the volume of press releases was much the same as neighbouring trusts, but it was sometimes difficult to shift focus when papers were Guildford based. There were many articles that appeared in Get Surrey and the Woking News and Mail.

Danny advised that she had been in conversation with one of the Communications Team who had now left the Trust about producing a poster with the heading "Did you know I'm your Governor?" and wondered how much progress had been made with this. Anna agreed to check if there was anything saved electronically. **ASc**

The Group also queried the progress of a board displaying Governor photos and the Membership and Engagement Manager advised that photos had been provided to the on-site printers Arabis and that some of the photographs required re-taking. There was an issue of where to place the board and the Group discussed the option of having Governor photos on the large screens in reception areas and Anna agreed to take this suggestion forward to the Communications Team. **ASc**

The Group then discussed ideas for the winter edition and these included:

- Did you know? – continuation
- Awards
- New Fundraising Manager
- Charity event at the Vic for Paediatrics

The Group agreed to forward any further ideas to Anna. **All**

MEG 41/17 **Membership and Community Engagement Annual Report**

Due to time constraints, the draft report was provided to Group members and it was agreed that the Group would provide feedback to the Membership and Engagement Manager. The report would then be finalised at the next meeting before being presented to the Council of Governors meeting on 6th December. **All AS**

MEG 42/17 **Any Other Business**

None

MEG 43/17 **Further Dates of Meetings for 2017**

Wednesday 22 November, Room 1, Postgrad Centre

All taking place 2 – 4 pm

Action Log
KEY: ✔ Done ---- On track x Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
18.10.17	**MEG-36/17**	**Matters Arising:** Update the Group on the outcome of talks with Hounslow Council colleagues	Provide membership leaflets to Bhagat	**AS**	ASAP	Sent in the post on 3 Nov 2017	✔
18.10.17	**MEG-36/17**	**Matters Arising:** Approach local library to see whether they would allow a stand to recruit new members	Danny has been invited to talk to library users and will invite the Membership and Engagement Manager to attend	**DS**	ASAP		
18.10.17	**MEG-37/17**	**Membership Report**	Pass queries to Organ Donation Committee meeting	**AS**	1.11.17	A potential donor could donate organs even if they were unable to donate blood. Anyone who was HIV positive but stable could potentially donate as well. Anyone under 85 years old would be considered. All patients would need to undergo an assessment process before being considered for organ donation.	✔
18.10.17	**MEG-38/17**	**Membership Action Plan**	Pass suggestions for events to Deputy Chief Executive	**AS**	19.10.17	Complete	✔
18.10.17	**MEG-39/17**	**Recruitment of new members leading up to the Christmas period**	Firm up a date and invite Danny and Richard to help man a recruitment stand	**AS**	ASAP	13/14 December	
18.10.17	**MEG-40/17**	**Aspire – Autumn edition and ideas for the Winter edition**	Check on progress of Danny's poster	**ASc**	ASAP		

18.10.17	**MEG-40/17**	**Aspire – Autumn edition and ideas for the Winter edition**	Pass suggestion to Communications Team about having Governor photographs on the display screen in Main Reception	**ASc**	ASAP	The Communications Team considered it was better to have a board. This would mirror what the Royal Surrey have and a place would be found to hang the board.	
18.10.17	**MEG-40/17**	**Aspire – Autumn edition and ideas for the Winter edition**	Forward any further ideas for the winter edition of Aspire	**All**	30.11.17		
18.10.17	**MEG-41/17**	**Membership and Community Engagement Annual Report**	Provide feedback to the Membership and Engagement Manager	**All**	22.11.17		
18.10.17	**MEG-41/17**	**Membership and Community Engagement Annual Report**	Finalise report and table at Council of Governors on 6th December 2017	**AS**	27.11.17		

Membership and Community Engagement Group
22 November 2017

Room 3, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Simon Bhadye	SB	Public Governor, Spelthorne
	Richard Docketty	RD	Staff Governor, Volunteers
	Bhagat Singh Rupal	BR	Public Governor, Hounslow & Richmond upon Thames
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Windsor & Maidenhead
	Bertie Swan	BS	Public Governor, Elmbridge
IN ATTENDANCE:			
Item MEG 51/17	Giselle Rothwell	GRo	Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Barbara Mogensen	BM	Public Governor, Elmbridge

MEG 44/17 **Apologies**

Apologies as listed above.

MEG 45/17 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 18 October 2017 were agreed as a correct record. The updated log was NOTED.

MEG 46/17 **Matters Arising**

Approach local library to see whether they would allow a stand to recruit new members

Danny advised that she had not spoken at New Haw library yet about this, but had the agreement from the Library to display Aspire and membership leaflets which shee had done.

MEG 47/17 **Membership Report – Interim Update**

The Membership and Engagement Manager updated the Group on the latest membership figures advising that membership numbers remained steady. The importance of recruiting members to replace the members lost was highlighted.

MEG 48/17 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan and advised that all actions were up to date.

It was agreed the action plan would be refreshed at the next meeting to ensure all actions were still current and to add any that were needed. **AS**

The Membership and Engagement Manager also requested that the Group visited the Trust's website to look through the membership pages to see if anything needed to be added. **All**

Bertie Swan informed the Group of discussions which had taken place in the

Patient Panel meeting around Orthopaedic appointments. It was agreed to share this with Keith Bradley, Chair of the Patient Experience Group. It was reiterated that Governors could not be directly involved in complaints and should refer complainants to the Patient Experience Team. **BS**

The Group discussed members' events for 2018 and the Membership and Engagement advised that she had spoken with the Deputy Chief Executive who had agreed to proceed with Danny Sparkes' suggestion of Colorectal Services to include cancer. The Membership and Engagement Manager advised that she would work on members' events after the Council of Governors in December. The Group also discussed having another Infection Control event and although messages could be included in Aspire it was considered a full members' meeting was needed to keep members informed. The Membership and Engagement Manager agreed to approach Ann Birler (previously Trail) to make arrangements. **AS**

The Group NOTED the plan.

MEG 49/17 **Membership and Community Engagement Annual Report**

The Group looked over the segments of the annual report and agreed that this could now be included in the papers for the Council of Governors on 6th December 2017.

Danny Sparkes queried whether the Trust still conducted Research and Development in Parkinson's Disease and the Membership and Engagement Manager agreed to look into this. **AS**

The Membership and Engagement Manager also requested that Danny ask for volunteers for MEG at the next Council of Governors' meeting. **DS**

MEG 50/17 **Recruitment of new members leading up to the Christmas period**

The Membership and Engagement Manager advised that two recruitment events were planned leading up to Christmas. These were:

1. A stand at London Borough of Hounslow's Feltham Event on 29th November. Godfrey Freemantle, Bhagat Singh Rupal and Arun Gupta had agreed to attend to provide their support in order to publicise the Trust and help recruit new members.

2. A stand in the Main Entrance at St Peter's Hospital on 14th December. Bertie Swan, Danny Sparkes and Richard Docketty agreed to support this initiative.

A prize will be awarded to the Governor who recruits the most members!

MEG 51/17 **Communications – Aspire and update on actions**

The Head of Communications advised the Group how she was looking to increase the profile of the Governors around the Trust. She had considered the suggestion of having pictures appearing on the screens but did not think this would work as messages on a screen needed to be short and snappy. It was highlighted that the Main Entrance did not have adequate areas where information could be displayed but it was intended to remove the noticeboards and start afresh. A board would be drafted which would display individual photographs of the Governors. The Head of Communications requested that this be mentioned at the next Council meeting so Governors were aware. **DS**

The Head of Communications advised that the Group's suggestion of having a "Did you know.." piece in Aspire would be included in the winter edition of Aspire. This had not been included in the autumn edition as information from Finance on procedure costs had not been received in time. The Group asked for this to be a regular feature.

The Group then discussed having a message about A&E and whether this was the right place to be. The Head of Communications advised that this was communicated through the winter message that went out in Aspire. The wording used had to be carefully considered and more along the lines of, "you will get the right care in the right place if you go to … for ….".

The Head of Communications advised that she was in process of redesigning the magazine.

Further ideas from the Group included:

- An update on Stroke Services
- Information on the site development

The Group thanked the Head of Communications for the update.

MEG 52/17 **Chairmanship of MEG**

The Group voted unanimously for Danny Sparkes to continue as Chair for another year.

MEG 53/17 **Any Other Business**

None

MEG 54/17 **Dates of Meetings for 2018**

Wednesday 21 February
Wednesday 18 April
Wednesday 11 July
Wednesday 3 October
Wednesday 21 November

All taking place 2-4 pm in Room 1, Postgraduate Education Centre

Action Log **KEY: ✔ Done ---- On track x Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
22.11.17	**MEG 48/17**	**Membership Action Plan**	Refresh Action Plan	**AS**	21.2.17		
22.11.17	**MEG 48/17**	**Membership Action Plan**	Look at membership pages on the Trust's website and advise of any additions	**All**	21.2.17		
22.11.17	**MEG 48/17**	**Membership Action Plan**	Share concerns around Orthopaedic appointments with Keith Bradley, Chair of PEG	**BS**	ASAP		
22.11.17	**MEG 48/17**	**Membership Action Plan**	Approach Ann Birler about organising a members' event on Infection Control	**AS**	ASAP	Spoke with Ann and agreed for the event to take place on 26th February 2018	✔
22.11.17	**MEG 49/17**	**Membership and Community Engagement Annual Report**	Ask whether R&D still conducted in Parkinson's Disease	**AS**	ASAP	Yes, the R&D department do have a nurse who conducts research in Parkinson's Disease	✔
22.11.17	**MEG 49/17**	**Membership and Community Engagement Annual Report**	Request volunteers for MEG at the next Council meeting	**DS**	6.12.17		
22.11.17	**MEG 51/17**	**Communications – Aspire and update on actions**	Mention Governors board at the next Council meeting	**DS**	6.12.17		