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

COUNCIL OF GOVERNORS
17h June 2015

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 21st April are attached. Matters discussed in the meeting on 21st April 2015 included: • Membership Report • Membership Action Plan • Annual Members' Meeting Update • Matters discussed in the meeting on 9th June 2015 included: • Potential Membership Survey on A&E • Ideas for Future Members' Events • Membership Strategy
The Council is asked to:	Note the minutes of the meeting held on 21st April.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	June 2015
Decision:	For Noting

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

Membership and Community Engagement Group
21 April 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
	Paul Darling-Wills	PW	Staff Governor – Allied Health Professionals
APOLOGIES:	Brian Catt	BC	Public Governor - Spelthorne
IN ATTENDANCE:	Giselle Rothwell	GR	Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 10/15 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 9 February 2015 were agreed as a correct record.

MEG 11/15 **Matters Arising**

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

MEG 03/15 Engagement with the Public over the Potential Merger
As the Trust had entered into Phase 2 of the Competition and Markets Authority process, stakeholder engagement meetings had been put on hold and merger materials would only be produced once approval to merge had been granted.

MEG 06/15 Annual Members' Meeting
An update would be provided later on in the meeting.

MEG 12/15 **Membership Report**

The Membership and Engagement Manager presented the Membership Report highlighting that the annual 5% target increase in membership had been achieved at the end of March 2015. It was pointed out that the last two months had seen an increase in members lost; the majority of which were due to them passing away; but in spite of this all constituencies' members had either increased or remained stable. It was advised that on-line applications were down over the last two months but had recently picked up again during April.

The Membership and Engagement Manager advised that a successful Members' Event on Cancer Services took place on 2 April with 77 people attending. There were a number of stands from external organisations and it was the first event where live tweeting had been encouraged. Feedback from those attending rated the event good to excellent.

Steve McCarthy advised that he had attended the event and found it interesting, although he would have quite liked to learn about the typical

pathway followed by a cancer patient.

The Head of Communications advised that the live tweeting was something the Trust wanted to continue. The Trust had 1,700 followers and this number was rising steadily. The vast majority to tweets were undertaken by Trust staff, but there were also many tweets received from visitors/patients.

Andrew Ryland queried whether it was felt the number of speakers had been too many and whether the quantity of slides had been excessive. The Membership and Engagement Manager advised that the subject matter was extensive and although not every area had and could be covered, there were a number that were, hence the number of speakers. This was not considered to be a negative by the audience. Issues with regards to being able to hear had been an issue and the Group agreed that not all were practised in projecting their voices when presenting. Paul Wills advised how he had reduced the amount of text in his presentations and gone with pictures which served as more of an aid memoire.

Going forward, Andrew felt it important that speakers were prompted not to use too much text in their presentations, to look at the audience and speak clearly.

The Group NOTED the report.

MEG 13/15 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan and highlighted that there had been a notable increase in contacts from members with most of these being by email but a fair number via the telephone. These contacts normally resulted soon after an email was sent out with members either wishing to discuss the content or share an experience.

The Membership and Engagement Manager advised that there had been an increase in the number of volunteers and staff members attending the recent Members' Event on Cancer Services.

Finally, it was advised that the Spring Edition of Members' Matters had gone to print and would be despatched to members the first week of May.

The Group wished to put on record the continued success of the Members' Events and how other trusts were finding it difficult to engage in this way with their membership. The Group considered the part the Membership and Engagement Manager played in organising these events key to their success.

The Group NOTED the plan.

MEG 14/15 **Annual Members' Meeting Update**

The Membership and Engagement Manager advised that further to the items put forward by the Group at the last meeting, at a meeting with the Head Communications the following items were considered:

- CQC results – to be covered in the Chief Executive's presentation and banners to be produced by Communications
- Abbey Birth Centre collage – to be produced by Communications
- Cleaning/food tasting

- MEG and PEG stands
- Early Support Discharge Scheme – to be the main subject for a presentation.

The Head of Communications suggested that all items be sent to the Chairman and Chief Executive to be agreed. **AS**

Michael Smith queried whose responsibility the patient was when discharged under the Early Support Discharge Scheme and the Head of Communications advised that the Trust retained clinical responsibility for a period of time when the patient was discharged before the patient was fully transferred over to the community. The Group discussed the importance of ensuring support was in place after the patient left hospital to enable an early discharge. It was advised that statistics highlighted that patients recovered sooner when they returned home rather than having an extended period of stay in hospital.

The Group agreed that the Annual Members' Meeting would take place at Ashford Hospital and considered using volunteers to help guide people to the Education Centre.

MEG 15/15 **Potential Membership Survey on A&E**

The Membership and Engagement Manager advised that the survey had been hurriedly put together as a first draft and after seeking advice from the Head of Communications; she had spoken firstly with the Head of Patient Experience and then the Clinical Nurse Leader for the Emergency Department. It was highlighted that the A&E department took part in a number of surveys as well as the Friends and Family Test. It was advised that it was important that any survey did not repeat what had been asked before and then there was the issue of who would be responsible to deal with the findings. The Membership and Engagement Manager advised that the main purpose of the survey had been to highlight the other options available when seeking advice and treatment and it was agreed that an article would be included in the Winter edition of Members' Matters to this effect. **GR**

Discussion around why the demand for A&E services had increased so considerably over the past few months took place and it was pointed out that this had been analysed at great length and it had been discovered that it was more due to the patient pathway flow in the hospital and this was something the Trust had been concentrating its efforts on to improve.

The Group agreed that pursuing another survey an A&E was probably not the best course of action but agreed that engaging with members was important. It was suggested that the Membership and Engagement Manager make contact with divisional leads advising that there was the facility to survey members and whether they would be interested in utilising this feature. **AS**

MEG 16/15 **Ideas for Future Members' Events**

The Membership and Engagement Manager requested ideas from the Group for future Members' events. Michael Smith suggested A&E and Pharmacy; particularly why it took so long to be provided with discharge medications after being discharged. Michael further suggested Infection Control and perhaps inviting an Environmental Officer to speak at the event on infection control at home and in the community.

The Head of Communications suggested the new Vital Pack, the breastfeeding app and Gastroenterology. The Group also considered Dermatology.

The following suggestions were considered better placed in Members' Matters:

- Reputable websites members could use when trying to find more information about a health issue
- Highlighting the costs of hospital investigations/tests

Andrew Ryland queried how the GP interface with consultants was undertaken and the Head of Communications advised that there was not one particular route and that hotlines, letters or the telephone were utilised.

Andrew further suggested a question session where a panel of key staff would be present to answer questions that had been submitted by members in advance of the event.

The Membership and Engagement Manager thanked the Group for the suggestions.

MEG 17/15 **Any Other Business**

Membership Strategy

The Membership and Engagement Manager advised that she had been conducting the annual review of the Membership Strategy and although not a lot required updating, it was important to check whether the Group wished to continue targeting the Elmbridge and Hounslow areas and the 14-16 age group for membership.

The Group agreed that these areas should be continued to be targeted.

Steve McCarthy highlighted point 3 – Defining the Membership Community – and felt it important that a direct correlation between the Surrey and Hounslow population was made. **AS**

The Group NOTED the strategy.

MEG 18/15 **Future Dates of Meetings for 2015**

Tuesday 9 June
Tuesday 18 August
Tuesday 17 November

All taking place in the Management Meeting Room at St Peter's Hospital from 3.00 – 5.00 pm.

Paper 5.3

Action log

KEY:

✔ Done ---- On track X Issue **✔ Done ---- On track X Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
21.4.15	**MEG - 14/15**	**Annual Members' Meeting Update**	Email proposed items for the AMM to the Chairman and Chief Executive	**AS**	24 Apr 2015	Sent 23 April 2015	✔
21.4.15	**MEG-15/15**	**Potential Membership Survey in A&E**	Highlight other options of receiving advice and treatment other than A&E in Members' Matters (Winter edition)	**GR**	27 Nov 2015		**ND**
21.4.15	**MEG-15/15**	**Potential Membership Survey in A&E**	Contact divisional leads advising of the membership survey facility and asking whether they would like to utilise this feature	**AS**	1 June 2015	Sent 29 May 2015	✔
21.4.15	**MEG-17/15**	**AOB – Membership Strategy**	Amend text to show a direct comparison between the Surrey and Hounslow populations in the age category	**AS**	24 Apr 2015	Completed	✔