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

COUNCIL OF GOVERNORS
15th June 2016

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 26th April 2016 are attached. Matters discussed in the meeting on 26th April 2016 included: • Membership Report • Membership Action Plan • Membership Strategy • Members' Magazine – Aspire – Ideas for Summer Edition
The Council is asked to:	Note the minutes of the meeting held on 26th April 2016.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	June 2016
Decision:	For Noting

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

Membership and Community Engagement Group
26 April 2016

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 and Windsor & Maidenhead (Chair)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
	Danny Sparkes	DS	Public Governor – Runnymede and Windsor & Maidenhead
APOLOGIES:	Brian Catt	BC	Public Governor – Spelthorne
	Paul Darling-Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	Becky Fairbairn	BF	Communications Manager
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 08/16 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 23 February 2016 were agreed as a correct record. The updated log was NOTED.

MEG 09/16 **Membership Report**

The Membership and Engagement Manager presented the Membership Report and advised that membership numbers had increased overall whilst at the same time many members had been lost, mostly being deceased, although a few had advised they had either moved out of the area or wanted to opt out.

It was advised that plans for the Annual Members' Meeting were progressing well and tours of the Cardiac Unit had recently been finalised. Posters had been drafted and would be displayed in the glass cases at both hospital sites.

The Membership and Engagement Manager advised that she had met with Ann Trail, Nurse Consultant/Deputy Director of Infection Prevention and Control, who had grasped the concept of a Members' Health Event immediately and seemed more than capable of putting together a presentation especially tailored for members and would be including support from housekeeping.

The Group was very pleased to note that Liz Hedges, Therapy Lead for Dietetics and Speech and Language Therapy, had requested input from members on what they would like discussed at the event and the Membership and Engagement Manager agreed to pass the Group's comments to her. **AS**

The Group NOTED the report.

MEG 10/16 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan and highlighted the lack of attendance at Trust Board meetings by members recently and welcomed suggestions on whether there was anything that could be done to encourage attendance. It was advised that agendas were usually finalised a week before each meeting took place and this was too short a notice to present to members in order to encourage attendance. However, Trust Board papers were routinely made available on the Trust's website once they were finalised. It was agreed that reminders of meetings would continue to feature in the monthly bulletin as well as the quarterly Aspire magazine.

It was highlighted that the 5% increase in membership had not been achieved and how merger work, increase in responsibilities and the loss of around 152 members during the year had all contributed. It was agreed that recruitment would be stepped up during the year.

It was highlighted that all other actions were either on track or had been met.

The Group NOTED the plan.

MEG 11/16 **Membership Strategy**

The Group discussed the Membership Strategy in some detail, suggesting amendments. It was felt the strategy needed further work to bring it up to date. It was agreed that the Membership and Engagement Manager and Communications Manager would revisit the strategy and bring the revised edition to the Group for approval before being presented to the Council of Governors. **AS/BF**

MEG 12/16 **Members' Magazine – Aspire – Ideas for Summer Edition**

The Communications Manager advised that the summer edition of Aspire was due out in June. It was planned to include the following items:

- Staff WOW! Awards
- Pride in Nursing and Midwifery Day
- Therapies
- Communications Team
- A member's letter including a response from staff
- Governor Elections

The Group discussed other ideas which included:

- A piece on the highlights of recent Trust Board meetings
- Managers who have a clinical background and who use their clinical knowledge to help when the Trust is at black status
- A Day in their Shoes coming up in September
- Mortuary
- GUM clinic
- Midwifery
- Occupational Health promotions, for example an external company providing free eye tests for staff and their families.

Andrew Ryland further added that a feature about managers highlighting

that quite a few of them were clinicians would help members to see them in a different light.

The Communications Manager advised that as mentioned some time ago, the outsourcing of the design and formatting of the magazine would be going ahead as the publishing software that was currently used in-house was proving to be somewhat cumbersome. There would also be a re-launch of the new style magazine. The new magazine would feature many more interesting articles with a lot more photographs. The Group discussed the importance of the magazine being reader friendly when reading it on electronical devices and the Communications Manager agreed that this would be tackled at the same time.

MEG 13/16 **Any Other Business**

The Membership and Engagement Manager advised that the next meeting on 7 June 2016 would be taking place in the Finance Meeting Room in Chertsey House.

Michael Smith suggested holding an event where demonstrations of useful items such as e-readers and hearing aids could take place. It was agreed that the Trust had to be careful to not promote brands within the Trust.

MEG 14/16 **Further Dates of Meetings for 2016**

Tuesday 7 June – Finance Meeting Room, Chertsey House
Tuesday 23 August – Management Meeting Room
Tuesday 22 November (NB change of date – previously 15 November) – Management Meeting Room

All taking place at 3.00 – 5.00 pm

Action Log

KEY: ✔ Done ---- On track x Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
26.4.16	**MEG-9/16**	**Membership Report**	Pass the Group's comments to Liz Hedges	**AS**	ASAP	Emailed Liz Hedges	✔
26.4.16	**MEG-11/16**	**Membership Strategy**	Refresh strategy and present to the Group	**AS/BF**	ASAP	Sent 19 May 2016.	✔