Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
14th June 2017

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 2017 are attached. Matters discussed in the meeting on 26th April 2017 included: • Membership Report • Membership Action Plan • Governor Engagement • Members' Magazine – Aspire – Ideas for the summer edition
The Council is asked to:	Note the minutes of the meeting held on 26th April 2017
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede and Windsor and Maidenhead
Date:	June 2017
Decision:	For Noting

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

Membership and Community Engagement Group
26 April 2017

Room 2, Chertsey House, 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
	Danny Sparkes	DS	Public Governor, Runnymede, Windsor & Maidenhead
IN ATTENDANCE:			
	Femi Adedeji	FA	Interim Communications Manager *(for item 19/17)*
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Lilly Evans	LE	Public Governor, Runnymede, Windsor & Maidenhead
	Bhagat Singh Rupal	BR	Public Governor, Hounslow & Richmond upon Thames
	Bertie Swan	BS	Public Governor, Elmbridge

MEG 13/17 **Apologies**

Apologies as listed above.

MEG 14/17 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 22 February 2017 were agreed as a correct record. The updated log was NOTED.

MEG 15/17 **Matters Arising**

Future Strategies and Engagement with Members

The Membership and Engagement Manager agreed to speak with the Deputy Chief Executive to see how this was progressing. **AS**

MEG 16/17 **Membership Report**

The Membership and Engagement Manager presented the Membership Report and highlighted that the 5% increase in membership had not been achieved this year and overall membership was down by 46 members. The Membership and Engagement Manager advised that data cleanses during the year had been even more robust than previous years which meant data was most up to date. Further investigations had found that 30% of the Trust's membership was aged 75 and above and it was therefore natural to lose members. Although members had been recruited during the year, a similar number of members had been lost. When speaking with a colleague from the Royal Surrey, they had mentioned that they had found it difficult to retain membership numbers and recruit new members.

The Membership and Engagement Manager advised that going forward it remained important to recruit new members, especially in the target 14 – 18 age group category. The Membership and Engagement Manager advised that she had developed a close alliance with the Staff Recruitment and Retention Officer

and would be accompanying her at careers fairs to spread the word about membership and encourage attendees to join up. The Membership and Engagement Manager had attended Sir William Perkins's careers fair with Danny Sparkes and had also attended a careers fair at Staines Job Centre the previous day. At both events, members had been successfully recruited. The next careers fair was due to take place at Thomas Knyvett College in Ashford and Danny agreed to come along for an hour or two to help. Simon Bhadye advised that he had experience of coaching young students on their interview techniques which they had found extremely useful.

Discussion ensued on volunteers and how younger people were now volunteering more and more to help improve their career prospects. Richard Docketty queried whether volunteering was discussed at the careers fairs and the Membership and Engagement Manager advised that several students had raised the subject of volunteering and were advised that were able to volunteer when they were 16 years old and general advice on how to become a volunteer had been provided.

Further discussion took place on how patients with experience of serious procedures could be invited back to talk to patients who were undergoing similar procedures. Barbara Mogensen wondered if the nurses were better suited to suggest this to patients. Simon advised that he was aware that workloads had doubled in the Eye Unit alone with the service being provided on Saturdays in addition to during the week and that without a permanent receptionist, nursing staff were having difficulties in performing all their nursing duties as well as providing general cover in the department. The Group considered whether consultants could approach potential patients and invite them to come back to offer support to other patients. Barbara considered that it may be worth broaching the subject at the follow-up stage when procedures had been undertaken and patients were returning back to good health.

The Group considered displaying application forms and Aspire magazines in the café areas and the Membership and Engagement Manager advised that she would make some enquiries to see if this was possible. **AS**

The Group NOTED the report.

MEG 17/17 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan. She advised that attendance at Trust Board meetings had continued to improve and Danny Sparkes advised that she had mentioned Trust Board meetings to Patient Panel members who had been unaware they were able to attend.

The Membership and Engagement Manager advised that more staff were attending members' events and more notably there had been an increase in volunteers attending since they had been included in communications.

Finally, the Membership and Engagement Manager advised that arrangements with the Annual Members' Meeting were proceeding well and highlighted the health and wellbeing segment instead of the usual tours since the Annual Members' Meeting was taking place at Ashford Hospital this year. Initial talks had included having a mindfulness expert to present to small groups of members and health checks taking place in a second room during the first hour of proceedings.

Amongst the stands, there was one for food tasting, information on the Sustainability and Transformation Plan and a patient experience stand which would highlight findings from the Friends and Family Test and IWantGreatCare

initiative. The main topic for the presentation was yet to be decided.

Discussion on what patients were entitled to in relation to general health checks by their GPs took place. Simon advised that he had taken part in an initiative at Studholme Health Centre where 60 patients had attended and had their blood pressure checked. This had resulted in two of the patients having to seek further health advice.

Richard highlighted action points 1.3 and 1.4 which he considered should be shaded green and not amber as they were being met and the Membership and Engagement Manager agreed to amend the action plan to reflect this.

The Group NOTED the plan.

MEG 18/17 **Governor Engagement**

The Group referred to the findings from the Chairman's 1:1s with Governors as a start point. Danny Sparkes advised that the buddy system had first been introduced when the Trust achieved foundation trust status. However, when there had been the changeover in non-executive directors in June 2016 and since many of the Governors on the Council were in their third term, it was considered that the new non-executive directors would not impart any additional knowledge in relation to the Trust. The Membership and Engagement Manager added that it had been agreed to share non-executive directors' contact details together with details of their committee membership. It was felt this information would be more useful to Governors to enable them to approach the relevant non-executive director according to the issue concerned. Barbara Mogensen did not recall receiving contact details and it was agreed to forward this information to her. **AS**

The Membership and Engagement Manager advised that she would look into the possibility of having a section on the Trust's website which could be a dedicated Governor Resource Area. Barbara highlighted there may be security issues and suspected this would be why it would not be feasible. **AS**

It was agreed that Governor Engagement would be added to the agenda when any issues came up that required discussion.

MEG 19/17 **Aspire – Ideas for Summer Edition**

The Interim Communications Manager attended this segment and the Group requested that the Trust Board meetings featured in Aspire in a way to encourage attendance from members. Danny Sparkes requested, as a result of previous discussions, that members be invited to take part in supporting patients who were due to undergo a similar procedure to one they had experienced. Danny also mentioned she would like an article inviting members to become Patient Panel members. Potential members would need to have an interest in patient experience and would be interviewed as it was important they did not have personal concerns they wanted resolved during Patient Panel meetings.

The Group requested spotlights headed up "Did you know?" which mentioned how much x-rays cost, how much money was lost when patients did not attend appointments etc. Further suggestions included a mention on how many different nationalities worked at the Trust.

The Interim Communications Manager requested input on the latest Aspire (Spring edition) and it was advised that articles were a good mix and made an interesting read. It was considered that more time should be allowed to check articles especially when writing about someone, so that the person being

interviewed could check their piece for accuracy.

The Interim Communications Manager advised that the Communications Department had decided to dedicate more time to the next Aspire allowing time for staff to review articles and would try to adhere to a better deadline schedule.

MEG 20/17 **Any Other Business**

Richard Docketty mentioned that he had attended a recent Staff Governors meeting where it was highlighted that the Royal Surrey advertised that visitors' parking fees helped the trust to employ *x* more nurses. Simon Bhadye queried how much money the Trust made from car parking and it was advised this information was included in the Annual Report and Accounts.

Danny Sparkes asked Group members for their ideas on what topics should be covered at members' events in the future. Orthopaedic medicine and colorectal surgery were suggested. Danny highlighted that orthopaedic medicine was more about the alternatives to surgery. She mentioned how the Patient Experience Group had visited the Rowley Bristow Unit recently and had been introduced to the multi-disciplinary team in orthopaedics which included a consultant, a GP and physiotherapists. The team discussed how best to treat a patient and the patient was then referred to the appropriate specialist which may not always result in surgery.

The Group queried what the largest surgical specialty in the Trust was in terms of volume of patients either elective or urgent cases and the Membership and Engagement Manager agreed to look into this. **AS**

The Membership and Engagement Manager advised that the Musculoskeletal Service (MSK) had been considered for the Annual Members' Meeting but had not been finalised.

MEG 21/17 **Further Dates of Meetings for 2017**

Wednesday 26 July, Room 2, Chertsey House
Wednesday 18 October, Room 1, Postgrad Centre
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	
22.2.17	**MEG-04/17**	**Future Strategies and Engagement with Members**	Discuss suggestions with the Head of Communications and share proposals for engagement with members with the Group.	**VB/GR**	26 April 17	See action below	
26.4.17	**MEG-15/17**	**Matters Arising:** Future Strategies and Engagement with Members	Request an update on how this was progressing	**AS**	26 July 17		
26.4.17	**MEG-16/17**	**Membership Report**	Look into displaying membership materials in the café area	**AS**	26 July 17		
26.4.17	**MEG-18/17**	**Governor Engagement**	Forward NED contact details to Barbara	**AS**	ASAP	Complete	✔
26.4.17	**MEG-18/17**	**Governor Engagement**	Look into having a dedicated Governor Resource Area on the website	**AS**	26 July 17	Raised with the Head of Communications	
26.4.17	**MEG-20/17**	**Any Other Business**	Find out what the largest surgical specialty is in terms of volume of patients	**AS**	26 July 17	The Director of Finance and Information advised it was Trauma and Orthopaedics	✔