Ashford and St. Peter's Hospitals
NHS Foundation Trust

COUNCIL OF GOVERNORS
7th March 2018

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 21st February 2018 are attached. Matters discussed in the meeting included: • Membership Report • Membership Action Plan • Aspire Magazine • Governor Boards There was a presentation from Verve Communications
The Council is asked to:	Note the minutes of the meeting held on 21st February 2018
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede, Windsor and Maidenhead
Date:	March 2018
Decision:	For Noting

Ashford and St. Peter's Hospitals NHS Foundation Trust

Membership and Community Engagement Group
21 February 2018

Room 1, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Simon Bhadye	SB	Public Governor, Spelthorne
	Bhagat Singh Rupal	BR	Public Governor, Hounslow, Kingston upon Thames and Richmond upon Thames
	Danny Sparkes	DS	Chair and Public Governor, Runnymede, Windsor and Maidenhead
	Bertie Swan	BS	Public Governor, Elmbridge
IN ATTENDANCE:			
Item MEG 02/18	Janice Muir	JM	Verve Communications
Item MEG 02/18	George Roe	GR	Associate Director of Strategy
Item MEG 02/18 and MEG 03/18	Giselle Rothwell	GRo	Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager
APOLOGIES:	Richard Docketty	RD	Staff Governor, Volunteers

MEG 01/18 **Apologies**

Apologies as listed above.

MEG 02/18 **Verve Communications**

Janice Muir from Verve Communications presented the work her company had done so far and was continuing on for the Trust on branding. The Group provided their feedback which Janice took on board. Janice requested any further comments to be forwarded via the Membership and Engagement Manager. **All**

It was agreed that GR would attend the next meeting to update the Group on progress. **GR**

MEG 03/18 **Communications – Aspire (Spring Edition) and Update on Actions**

The Head of Communications mentioned that she was looking to improve how the monthly bulletins were presented to members on email. There would also be a special NHS 70th anniversary message.

Items to be included in the Spring edition of Aspire included:

- Urology
- Handiapp – a free app for parents offering advice on child illnesses
- Maternity (including the 2,000th birth in the ABC and 22 new midwives)
- BadgerNet - a new electronic medical record system for maternity services
- NICU – snack bar and knitted octopuses for premature babies
- Dementia corridor
- Lunch 4 Life donation
- Clinical Nurse Site Practitioner – a day in the life of
- NHS Mail
- Library
- Apprenticeships
- Literacy and numeracy
- Recruitment drive in India
- Volunteers – including Pharmacy runners

Bertie Swan reminded the Group that she had been asked to do a piece on the forthcoming members' event on Infection Control and the Head of Communications agreed to include this in the magazine. It was added that the "what porters did" article, as mentioned in the Verve presentation, may be included in the next edition. **BS**

The Head of Communications advised the Group how the Trust was working on ideas to celebrate the NHS 70th Anniversary. There was a concert at G Live and the ASPH choir would be taking part. Tickets would go on sale nearer the time. She further advised that Heather Bixley, Organisational Development Advisor, would be setting up a Steering Group where ideas for publicising the anniversary would be discussed. Staff would also be asked for their stories. The Head of Communications asked the Group if they had any ideas. Bertie Swan mentioned she would speak to an acquaintance that used to work at St Peter's Hospital and ran the Occupational Health department to see if she had anything from that time. **BS**

The Head of Communications agreed to invite participation from Governors at the steering group meetings and would provide dates of meetings as soon as they were finalised. **GRo**

Bertie further added that her acquaintance had known Joan Booker and that she would try and get some more information about her. Bertie believed there was an article on Joan which she would try and find. **BS**

Danny Sparkes mentioned Professor Mark Britton who used to work at the Trust and knew he had some very old equipment which could be used for display purposes. The Head of Communications agreed to let Jane O'Kill know. Jane worked voluntarily in the Communications Department and was very knowledgeable on the history of the Trust.

Further potential ideas to celebrate the 70th anniversary included:

- A recruitment day
- A staff family day
- Displays
- Tea parties

The Head of Communications was pleased to advise that the Governor boards as well as new Trust Board boards had been ordered. The new boards allowed photographs to be changed easily when members left the Trust.

MEG 04/18 **Minutes from Previous Meeting**

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

MEG 05/18 **Matters Arising**

Website – membership pages
The Membership and Engagement Manager requested that the Group looked through the membership pages on a regular basis and welcomed feedback.

Share Orthopaedic appointment concerns with the Patient Experience Group
Bertie Swan advised that she spoken with Carl Davies, Associate Director of iMSK and Trauma, about her concerns who advised he would look into them. Bertie would continue to keep a close eye on the situation.

Request volunteers for MEG at the next Council meeting
Danny Sparkes advised that she would request new members for the Group at the next Council meeting.

MEG 06/18 **Membership Report**

Danny Sparkes was pleased to note the excellent rise in membership numbers and the Membership and Engagement Manager advised that this was in main due to the two recruitment campaigns Group members had led on in November and over the Christmas period.

The Membership and Engagement Manager advised that on-line recruitment numbers had fallen slightly but these had picked up again at the beginning of year. She reminded the Group that the next members' event was on Infection Control taking place on Monday 26th February at St Peter's Hospital. Simon Bhadye requested that his name be added to the attendance list.

The Group considered that future recruitment events should coincide with the NHS 70th Anniversary. The Membership and Engagement Manager agreed to forward dates to the Group. Ideas included dressing in national costumes and old

nursing uniforms. Simon advised that he would speak with the Chief Nurse about purchasing some old style nursing uniforms. **SB**

MEG 07/18 **Membership Action Plan**

The Membership and Engagement Manager was pleased to advise that all actions were on track. She would be meeting the Head of Communications in March to discuss the forthcoming Annual Members' Meeting and welcomed any ideas the Group had.

The Group considered that David Fluck, Medical Director, would be an excellent choice at talking about Cardiology. The Membership and Engagement Manager agreed to suggest this idea to the Head of Communications. **AS**

The Membership and Engagement Manager reminded the Group of the stands that usually were included in the "marketplace" and the Group suggested providing a selection of late 1940's food.

The Membership and Engagement Manager was pleased to advise that initial talks with Sarah Burton, Associate Director of Operations for TASCC, had taken place about organising a Colorectal members' event. A date was in the process of being agreed. Talks had also begun around holding a Urology members' event and the Membership and Engagement Manager agreed to update the Group at the next meeting. **AS**

In response to Danny Sparkes the Membership and Engagement Manager agreed to speak with Renee Santos, Staff Recruitment and Retention Officer, about future careers fairs taking place in schools/colleges. **AS**

MEG 08/18 **Any Other Business**

Simon Bhadye highlighted that he was unable to the meeting on 11th July 2018.

MEG 09/18 **Further Dates of Meetings for 2018**

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	
21.2.18	**MEG 02/18**	**Verve Communications**	Forward any further feedback via the Membership and Engagement Manager	**All**	ASAP		
21.2.18	**MEG 02/18**	**Verve Communications**	Update the Group at the next meeting	**GR**	18.4.18		
21.2.18	**MEG 03/18**	**Communications – Aspire (Spring Edition) and Update on Actions**	Write a short piece on the Infection Control members' event	**BS**	1.3.18		
21.2.18	**MEG 03/18**	**Communications – Aspire (Spring Edition) and Update on Actions**	Speak to her acquaintance to see if she had any stories or photographs from her time working at St Peter's Hospital	**BS**	18.4.18		
21.2.18	**MEG 03/18**	**Communications – Aspire (Spring Edition) and Update on Actions**	Send steering group dates to Governors	**GRo**	ASAP		
21.2.18	**MEG 03/18**	**Communications – Aspire (Spring Edition) and Update on Actions**	Obtain stories/photographs on Joan Booker	**BS**	18.4.18		
21.2.18	**MEG 06/18**	**Membership Report**	Speak to the Chief Nurse about purchasing old style nurses' uniforms	**SB**	18.4.18		
21.2.18	**MEG 07/18**	**Membership Action Plan**	Suggest Cardiology and the Medical Director				
21.2.18	**MEG 07/18**	**Membership Action Plan**	Update the Group on the progress of membership events	**AS**	18.4.18		
21.2.18	**MEG 07/18**	**Membership Action Plan**	Speak to Renee Santos about future school/college careers fairs	**AS**	ASAP		