

COUNCIL OF GOVERNORS
6th March 2019

TITLE	Membership and Community Engagement Group Report
EXECUTIVE SUMMARY	<p>The minutes of the meeting of the Membership and Community Engagement Group held on 13th February 2019.</p> <p>Matters discussed in the meeting included:</p> <ul style="list-style-type: none">• Membership Report• Membership Action Plan• Communications – Aspire (Spring Edition)• Council of Governor Elections 2019
The Council is asked to:	Note the report
Submitted by:	Danny Sparkes, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede, Windsor and Maidenhead
Date:	March 2019
Decision:	For Noting

**Membership and Community Engagement Group
13 February 2019**

**Room 1, Postgraduate Education Centre, St. Peter's Hospital
2.00 pm – 3.30 pm**

PRESENT:

Simon Bhadye	SB	Public Governor, Spelthorne
Chris Marks	CS	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Danny Sparkes	DS	Chair and Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead

IN ATTENDANCE:

Laura Creaby	LC	Communications Manager
Anu Sehdev	AS	Membership and Engagement Manager

APOLOGIES:

Lilly Evans	LE	Public Governor, Runnymede, Surrey Heath, Windsor and Maidenhead
Bhagat Singh Rupal	BR	Public Governor, Hounslow, Kingston upon Thames and Richmond upon Thames
Bertie Swan	BS	Public Governor, Elmbridge

MEG 01/19 Apologies
Apologies as listed above.

MEG 02/19 Minutes from Previous Meeting
The minutes from the previous meeting held on 21 November 2018 were agreed as a correct record. The updated log was NOTED.

MEG 03/19 Matters arising
Approach Cranford Community College about displaying membership forms
In Bhagat Singh Rupal's absence, the Membership and Engagement Manager advised that Bhagat had informed her that he was awaiting a response from Cranford Community College on whether they would be happy to display membership forms. Bhagat had also left a few application forms at the college and local library.

The Membership and Engagement Manager advised that she had ordered more membership forms which would be arriving the following week. It was agreed that membership forms would be sent to Chris Marks and Simon Bhadye so they could distribute them to acquaintances.

AS

MEG 04/19 Membership Report
The Membership and Engagement Manager was pleased to advise that membership had increased over the last three months and this reflected the members recruited via the recruitment stand in December. Overall 70 members

had been recruited over the three months but 49 members were also lost, the vast majority due to them passing away. Members opting to join using the membership form on the Trust's website had doubled from the previous quarter and Elmbridge had seen the greatest increase in membership with 13 new members.

The Membership and Engagement Manager provided an update on membership events that were being discussed and in the process of being finalised. Chris Marks suggested an event on Diabetes and inviting either Dr Mike Baxter and/or Dr Helen Ward to lead on the event.

Finally, the Membership and Engagement Manager thanked Danny Sparkes, Bertie Swan, Simon Bhadye, Bhagat Singh Rupal and Maureen Attewell for their assistance at the recent Careers Fair at Ashford Hospital which took place on 24th January and recruiting 29 new members. Danny advised the event had been very well organised with many students and their parents attending.

**MEG
05/19**

Membership Action Plan

The Membership and Engagement Manager advised this was a refreshed version of the Membership Action Plan with many actions not yet due. The Membership and Engagement Manager advised that the next edition of Aspire would be discussed later on in the meeting with Laura Creaby, the new Communications Manager.

The success of the Careers Event at Ashford was touched upon again and the Group considered that such events should be repeated again in the future at both hospitals as it was important to update students and enable them to become more involved in their local hospitals. Chris Marks advised that he had links with local schools and would be happy to help with further initiatives. The Membership and Engagement Manager agreed to thank the organisers of the Careers' event and request a stall at the next event.

AS

**MEG
06/19**

Communications – Aspire (Spring Edition)

The Communications Manager updated the Group on the articles planned for the Spring edition of Aspire and these were:

- Outpatient Transformation Programme
- Long term plan
- e-points Loyalty Scheme
- Plays being performed at the Trust (including Hello, my name is....)
- Flu vaccinations – achieving the target of 75%
- LGBT and Diversity

The Communications Manager also advised that David Carpenter, Public Governor for Elmbridge, had drafted a short piece on the importance of receiving feedback from members and Chris Marks agreed to also draft a short piece on his initial thoughts on becoming a Governor.

Simon Bhadye suggesting an item for the Summer edition of Aspire which was a message from the Governors leaving the Council after completing the maximum three terms permitted.

The Communications Manager advised that her first draft of the Spring edition would need to be with the printers in two weeks' time.

Further recommendations for the magazine included a message encouraging members to recruit a member from their family and friends.

The Communications Manager requested any additional thoughts on the magazine be forwarded to her by email at laura.creaby@nhs.net

All

The Group thanked the Communications Manager for her update.

**MEG
07/19**

Council of Governor Elections 2019

The Membership and Engagement Manager advised of the plans she had to recruit new Governors which included having an Open Evening for prospective Governors to meet the Chairman, Chief Executive and existing Governors so the Governor role could be explained and discussed. A publicity campaign in the Trust, in local GP surgeries, libraries and articles in the local newspapers would also feature.

Danny Sparkes advised of her efforts to reach the Asian community in Woking by seeking the advice from an acquaintance.

The Membership and Engagement Manager advised that stands at both Ashford and St Peter's hospitals recruiting new members and encouraging people to become Governors would also be held.

Danny mentioned the poster Communications had drafted for her when she was looking to recruit new members to the Patient Panel and it was agreed the Membership and Engagement Manager would look into utilising a similar poster.

AS

Simon Bhadye suggested utilising the Spelthorne Council bulletin which was circulated to 70,000 houses. Chris Marks suggested using Parish magazines in the same way. It was agreed to approach Keith Bradley, Public Governor for Woking and Guildford who had links with the Woking United Reformed Church. Danny advised she would try a similar initiative in Elmbridge. The Group considered Borough Council websites could be used for publicity campaigns and it was agreed to approach the Appointed Governors for assistance with this.

**AS
DS**

AS

**MEG
08/19**

Any Other Business

Danny Sparkes advised she would be speaking to the next Council of Governors' meeting about securing Staff Governor representation on the Group.

DS

Danny suggested utilising the Woking Community Hospital for an event and Chris Marks agreed to see if the hospital had a suitable room to hold an event.

CM

Simon Bhadye gave his apologies for the meeting taking place on 10 July.

**MEG
09/19**

Further meeting dates for 2019

Wednesday 17 April

Wednesday 10 July
Wednesday 11 September
Wednesday 20 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	
13.2.19	MEG-03/19	Matters Arising	Send new membership forms to Chris Marks and Simon Bhadye	AS	ASAP	Sent 15 Feb 2019	✓
13.2.19	MEG-05/19	Membership Action Plan	Thank the organisers of the Careers Event at Ashford Hospital	AS	ASAP	Thanked by email 15 Feb 2019	✓
13.2.19	MEG-06/19	Communications – Aspire (Spring Edition)	Send any further suggestions for Aspire to the Communications Manager	All	By 27 Feb 2019		
13.2.19	MEG-07/19	Council of Governor Elections 2019	Speak to Communications about putting a similar poster together as they had previously done for the Patient Panel	AS	17 April 2019		
13.2.19	MEG-07/19	Council of Governor Elections 2019	Speak to Keith Bradley about publicising the Council elections in their communications	AS	17 April 2019		
13.2.19	MEG-07/19	Council of Governor Elections 2019	Approach the church in Elmbridge about publicising the Council elections in their communications	DS	17 April 2019		
13.2.19	MEG-07/19	Council of Governor Elections 2019	Speak to Appointed Governors about publicising the Council elections on their websites	AS	17 April 2019		
13.2.19	MEG-08/19	Any Other Business	Speak to the Council about seeking a staff governor representative on MEG	DS	17 April 2019		
13.2.19	MEG-08/19	Any Other Business	See whether Woking Community Hospital was able to accommodate a members' event	CM	17 April 2019		