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

COUNCIL OF GOVERNORS
17 May 2012

TITLE	**Membership and Governor Activity Report**
EXECUTIVE SUMMARY	The Membership Report is attached summarising the position on membership and some of the activities undertaken by Governors. This report shows a continued upward trend in membership numbers (Figures 1 - 4). The Trust recorded its 6,000th public member in March 2012. Two Members' Health Events have taken place for Stroke and Diabetes. The next Event is on Vascular Services on 16 May 2012. As part of the Annual Plan submission to Monitor, the Trust has to complete an annual membership return. This is attached. Since the last Council meeting two meetings of the Membership and Community Engagement Group have taken place; 28 February 2012 and 24 April 2012. Copies of the minutes for the former are attached. Issues discussed at the latest meeting included:- ▪ Progress on the Membership Action Plan ▪ Ashford Fête ▪ FTN publication – *Managing Your Members* ▪ Members Matters ▪ Members events .
The Council is asked to:	Discuss the Report
Submitted by:	Andrew Ryland, Governor /Chairman Membership and Community Engagement Group Anu Sehdev, Membership Manager Jane Gear, Head of Corporate Affairs
Date:	8 May 2012
Decision:	For Noting

MEMBERSHIP AND GOVERNOR ACTIVITY REPORT – May 2012

1. INTRODUCTION

The purpose of the paper is to provide a progress report to the Council of Governors on Ashford and St Peter's Hospitals NHS Foundation Trust's membership and detail some of the activities undertaken by the Governors.

2. ANALYSIS OF PUBLIC MEMBERSHIP

2.1 Constituency Breakdown Analysis: Total Membership

Figure 1: Public Constituency Breakdown

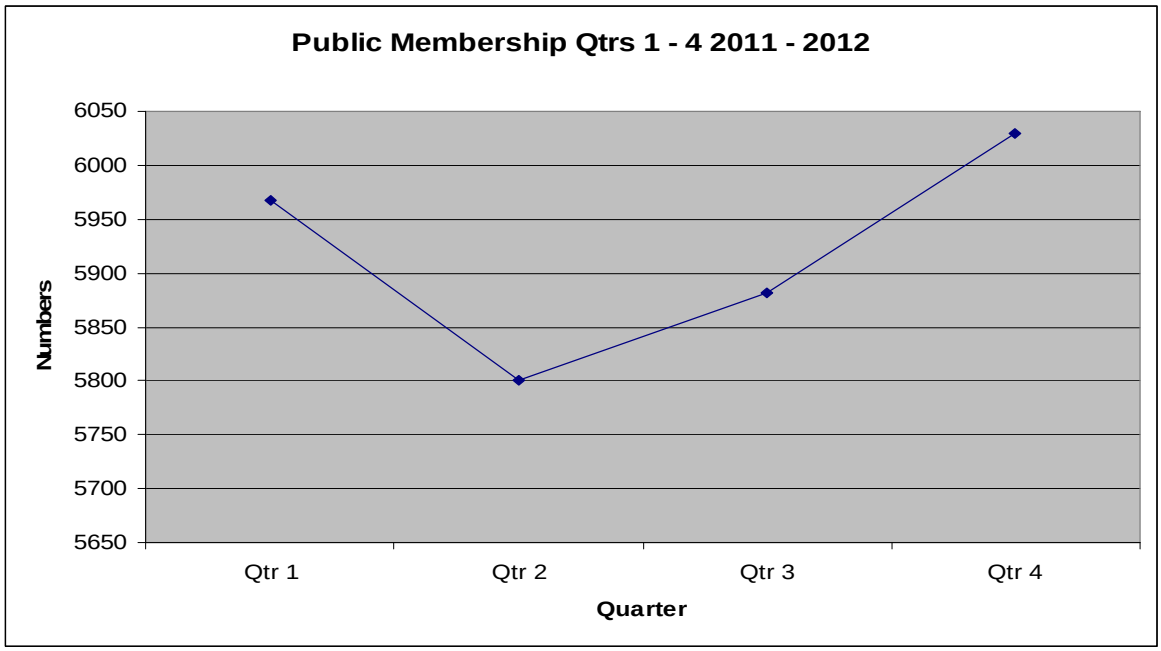
	NUMBER OF PUBLIC MEMBERS AS AT 31/12/11	NUMBER OF PUBLIC MEMBERS AS AT 31/3/12	INCREASE / DECREASE	
Elmbridge	354	381	+27	↑
Guildford	90	89	-1	↓
Hounslow	756	777	+21	↑
Richmond Upon Thames	139	139	0	↔
Runnymede	631	673	+42	↑
Spelthorne	1433	1473	+40	↑
Surrey Heath	270	270	0	↔
Windsor and Maidenhead	231	233	+2	↑
Woking	1976	1999	+23	↑
Membership Total	**5881**	**6034**	**+153**	↑

This shows an overall increase of 153 members between January and March.

As a result of a number of initiatives taking off including publicising membership through outpatient letters, a visit to Laleham Fellowship and publicity around the Trust, a further 153 members have been recruited during the period January to March 2012. We have, however, lost 41 members as either being deceased or others no longer wishing to pursue their membership/moved away.

2.2 Total Public Membership

Figure 2: Public Membership over the last 4 quarters



2.3 Membership Churn

Figure 3: Members added and removed April 2011 to March 2012

	Added	**Deleted**	
Q1 April – June 2011	36	1	↑
Q2 July – Sept 2011	88	254	↓
Q3 Oct – Dec 2011	88	8	↑
Q4 Jan – Mar 2012	194	41	↑
Totals:	406	304	↑

Although there have been more leavers than joiners, the trend over the last tow quarters where joiners have exceeded leavers is encouraging.

2.4 Constituency Breakdown Analysis: Percentage Representation

The figure below sets out a snap shot of the change in percentage representation for each constituency between January 2012 and March 2012**.**

Figure 4: Constituency Representation[1]

	ELIGIBLE POPULATION	**PUBLIC DEC 2011**	**PUBLIC MAR 2012**	**% REPRESENTATION in MAR 2012**	**Increase or decrease**
Elmbridge	68817	354	381	0.55%	↑
Guildford	5656	90	89	1.57%	↓
Hounslow	103910	756	777	0.75%	↑
Richmond Upon Thames	15455	139	139	0.90%	↔
Runnymede	65926	631	673	1.02%	↑
Spelthorne	75290	1433	1473	1.96%	↑
Surrey Heath	13051	270	270	2.07%	↔
Windsor and Maidenhead	7743	231	233	3.01%	↑
Woking	73501	1976	1999	2.72%	↑

This table highlights membership numbers have either increased or stayed stable in all constituencies. The changes need to be seen in the light of the number of members, fro example Guildford has decreased, but only by one member.

Since the last report, membership numbers have further increased in the target areas of Elmbridge, Hounslow and Runnymede. Richmond upon Thames remains an area we need to target although membership numbers have, again, remained stable. Work is underway to increase membership in the Guildford area, although this is our smallest catchment area and we continue to have a good proportion of representation.

2.5 Summary

Over the last 3 months there has been a steady increase in membership. This has been as a result of several recruitment drives as detailed above.

[1] The eligible population data for the age group includes the population age 14 and over

3. MONITOR RETURN

As part of the Annual Plan we have to complete a membership return which includes a forward projection of membership numbers.

This has been discussed at the Membership and Community Engagement Group and is attached for information. The intention is continue with a small increase in overall public membership and achieve 6400 public members by March 2013. If the Epsom transaction proceeds we will need a separate plan and target for the extended catchment.

Forward projection on the staff membership is not included at this stage. It will be added when the workforce projection for 2012/13 is finalised as part of the Annual Plan submission for Monitor. To date we only have two current members of staff who have opted out of membership.

4. MEMBERSHIP ACTIVITIES

4.1 Membership Events

Stroke Event , 22 February 2012
The Event proved successful with favourable feedback received from members. Steve McCarthy wrote an article for the Spring edition of Members' Matters. A number of ways to improve future events were taken on board, including allowing enough room for members and staff to move around and mingle, Governor presence being more prominent, using more staff to help with the registration process and welcoming members and housekeeping rules being highlighted to the audience at the beginning of the presentation.

Staff participating in the presentation were:

Dr Bhaskar Mandal, Consultant in Elderly Care
Kathy Anderson, Physiotherapy Team Leader
Emma Fletton, Stroke Specialist Nurse
Mary Bamgbade, Clinical Specialist Occupational Therapist
Heidi Merlin-Owen, Speech & Language Therapy Clinical Lead
Dee Bousfield, Stroke Dietician
Gemma Williams, Specialist Physiotherapist
Emily Steel, Specialist Occupational Therapist

All were thanked by the Membership Office for their contributions.

Diabetes Event, 4 April 2012
A successful Diabetes Event was held on 4 April 2012 at Chertsey House with over 60 members attending. Speakers included:

Dr Saf Naqvi, Consultant Diabetes Physician
Dr Helen Ward, Consultant Diabetes Physician
Julie Fleming, Specialist Diabetes Physician
Lyndsey Ritchie, Clinical Lead, Diabetes Wound Care
Jo McBride, Tracey Buschell and Rosie Marks, Diabetes Specialist Nurses

Feedback received was extremely favourable apart from an issue with the sound system. This will be looked at more closely when arranging further events at Chertsey House.

Advances in Vascular Surgery Event for 16 May @ 6.00 pm
A Vascular Surgery Event has been set up with participation from Mr Tahir Ali, Consultant Vascular Surgeon. Mr Neil Browning, Mr Kieran Dawson and Mr Cleanthis will also be taking part. This event will take place in Chertsey House, St Peter's Hospital. Sarah Moulton, Surgical Services Manager, has agreed to co-ordinate the speakers and their presentations.

Cancer Services Event – (date to be confirmed)
Dr Paul Murray, Consultant in Respiratory Medicine / Lead clinician, cancer, and Dr Barry Quinn, Macmillan Consultant Lead Cancer Nurse have agreed to lead an event on cancer services- date to be agreed.

Osteoporosis Event for 4 July 2012 @ 2.00 pm
An Osteoporosis Event has been set up with Dr Gulam Patel, Consultant Rheumatologist/Divisional Director for Ambulatory Care, taking the lead. This event will take place in the Postgraduate Centre at St Peter's Hospital.

Annual Members' Meeting (AGM), 19 July 2012 @ 6.00 pm, Ashford Hospital

Cardiology Event – October 2012 (date to be confirmed)
Initial talks are underway for arranging a Cardiology Event with Dr Peter Wilkinson, Consultant Cardiologist, taking the lead. It is hoped this will take place some time in October 2012.

Infection Control Event for 6 November 2012 @ 6.00 pm
An Infection Control Event has been set up with participation from Linda Fairhead, Consultant Nurse for Infection Control Nurse and Dr Angela Shaw, Lead Consultant Microbiologist. This event will take place in the Postgraduate Centre at St Peter's Hospital.

4.2 Membership Activities

Walton Church on 21 February 2012
Jane Gear gave a presentation on the Trust's services and membership to approximately 20 members of a community group in Walton Church.

Laleham Methodist Church on 15 March 2012
Jane Gear and Anu Sehdev gave a presentation at the Laleham Methodist Church at their Thursday Fellowship. The presentation was an update on the Trust's services and what membership and the Council of Governors means to the Trust.

Recruitment Stalls in Outpatients at Ashford & St Peter's Hospitals
Recruitment Stalls to coincide with the publication of Members' Matters have been arranged for St Peter's Hospital on 9 May 2012 and Ashford Hospital on 10 May. Keith Bradley, Simon Bhadye, Michele Low, Godfrey Freemantle and Margaret Lenton have agreed to support these events.

Ashford Outpatient Department Survey
As reported at the last Council meeting this was the first time we had invited members to participate in a large survey. We contacted all the Hounslow and Spelthorne Members for whom we had email addresses. This was 323 in total and we had 99 visitors to the survey and received 32 responses. The results of the survey have now been complied and were reviewed at the Patient Experience Group. Two key areas identified by those who responded related to the management of waiting areas and the suitability of seating and all the comments have been passed over to the project team of which Keith Bradley is a member.

We have also had the benefit of advice from a marketing consultant who has given us some simple tips which may attract more members to fill in surveys in the future.

6,000th Public Member

In March 2012 the Trust recorded its 6,000th member, Ms Shelagh Gregson. Ms Gregson was invited to meet Aileen McLeish and received an orchid to commemorate the occasion.

5. GOVERNOR ACTIVITY

(Excludes committees/groups related to statutory functions)

5.1 Quality Accounts Workshop

On 5 March 2012 a number of Governors attended a Quality Accounts Workshop held by Quality Department:

The aim of the Workshop was to work with stakeholders to consider which indicators to prioritise for Quality Accounts.

5.2 FTGA

Hugh Meares, Judith Moore and Jane Gear went to the FTGA Spring National Development Day on 14 March 2012. The day included the AGM and had some interesting key note speakers including Professor Sir Bruce Keogh, NHS Medical Director, and Mike Farrar, Chief Executive of the NHS Confederation.

As well as hearing from a range of speakers there were a number of breakout groups including

- The Mid Staffs Story... Too close for comfort? with Sir Stephen Moss
- Working with the CQC - a new guide for FT Councils of Governors
- Clinical Commissioning Groups, Dr Donal Hynes Vice-Chair NHS Alliance

The event saw the announcement of the launch of a new Guide for Governors on the relationship with the CQC, which is included in Governors' packs.

5.3 Transport Working Group

The following Governors agreed to participate in the Transport Working Group:

Keith Goodger
Steve McCarthy
Hugh Meares
Paul Wills

The first meeting of the Group is on 2 May 2012.

Monitor return

Membership size and movements				
Public constituency	**2010/2011 (actual)**	**2011/2012 (estimated)**	**2011/2012 (actual)**	**2012/13 (estimated)**
At year start (April 1)	4905	5961	5932	6034
New members	1153	500	406	566
Members leaving	97	97	304	200
At year end (March 31)	5961	6364	6034	6400
Staff constituency		**2011/2012 (estimated)**	**2011/2012 (actual)**	**2012/13 (estimated)**
At year start (April 1)	3536	3431	3431	3310
New members	250	250	489	
Members leaving	355	274	664	
At year end (March 31)	3431	3407	3310	
Patient constituency		**2010/2011**	**2011/2012**	**2012/13 (estimated)**
At year start (April 1)		N/A		
New members				
Members leaving				
At year end (March 31)				

Analysis of current membership				
Public constituency		**Number of members 2010/2011**	**Number of members 2011/2012**	**Eligible membership**
Age (years):				
0-16		13	6	18699
17-21		62	52	30425
22+		5786	5789	427932
Unknown		100	187	-
Ethnicity				
White		4821	4725	441285
Mixed		60	57	9199
Asian or Asian British		787	781	55449
Black or Black British		98	91	7602
Other		54	27	8703
Unknown		141	353	
Socio-eco groupings				
ABC1		5582	5485	251875
C2		11	343	51145
D		168	12	54832
E		161	160	50832
Unclassified		39	34	-
Gender analysis				
Male		2862	2886	255449
Female		3069	3145	267045
Unknown		30	3	-

Patient constituency		**Number of members**	**Number of members**	**Eligible membership**
Age (years):		N/A		
0-16				
17-21				
22+				

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

Membership and Community Engagement Group
28 February 2012

Room 1, Postgraduate Education Centre, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Keith Goodger	KG	Public Governor – Richmond Upon Thames
	Diana Manthorpe	DM	Staff Governor – Volunteer
	Steve McCarthy	SM	Public Governor - Elmbridge
	Paul Wills	PW	Staff Governor – Allied Health Professionals
APOLOGIES:	Jules Arnould	JA	Head of Organisational Development
	Michael Smith	MS	Appointed Governor – Woking
	Samantha Lamb	SL	Staff Governor – Admin/Managerial/Ancillary
IN ATTENDANCE:	Jane Gear	JG	Head of Corporate Affairs
	Giselle Rothwell	GR	Head of Communications
	Claire Kelly	CK	Communications Manager
	Anu Sehdev	AS	Membership Manager

The Group welcomed the new Communications Manager.

MEG 1/12 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 29 November 2011 were agreed as a correct record.

Matters Arising

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

MEG 1/12 **Community Database** (Minute MEG 33/11 refers)

The Membership Manager confirmed that she would pursue with the Hounslow and Runnymede Governors possible community groups to target. **AS**

MEG 2/12 **Runnymede Association of Volunteers** (Minute MEG 41/11 refers)

The Membership Manager confirmed she had visited the RAVS Chief Officer and provided her with an advert to be placed in the RAVS newsletter and also displayed in their window.

MEG 3/12 **Membership Advert / Recruitment Form** (Minute MEG 41/11 refers)

The amended advert/form was tabled and approved by the group.

The Head of Communications advised the new Web Manager had not been appointed yet but that a lot of work was ongoing with the Trust's web page. The option of a "Join" button would be taken forward as part of this remit and the group updated at the next meeting. **GR**

MEG 4/12 **External Partnership Project** (Minute MEG 34/11 & 42/11 refers)

It was noted that Jules Arnould had been unable to attend the meeting due to an urgent appointment but would come to the April meeting. **Agenda**

MEG 5/12 **Frimley Park Hospital Membership Seminar**

The Membership Manager advised that this had been postponed to 26 April 2012 and that she would report back at the June meeting. **Agenda 19 June**

MEG 6/12 **Membership Report**

The Group discussed the steady rise in members and how those lost through the recent data cleanse had been recouped. Membership would soon total 6,000. It was felt that this should be marked by awarding the 6,000th member a prize and using the occasion as a PR opportunity. **AS**

The Group noted the favourable percentage of ethnic members in many of the constituencies.

The Group noted the low number of members in the 14 – 16 age bracket. The Membership Manager highlighted how she had formed a partnership with the Trust's Work Experience Co-ordinator and would be taking part in the annual Work Experience open days in July and also attending local schools and colleges on scheduled visits by the Trust.

MEG 7/12 **Membership Action Plan**

The Report focused on those actions due and these were highlighted in yellow. Progress had been identified by rag rating as follows:

Green – completed
Amber – on target
Red – an issue/problem
(to be included on future reports) **AS**

Points noted included:

- The Head of Communications agreed to advise the Membership Manager when stands were scheduled to be set up in the Reception areas of both hospitals so that recruitment stands could also be set up alongside. **GR**

- The Membership Manager confirmed she would email the Governors requesting support for recruitment stands at both hospitals at the end of April to coincide with the publication of Members' Matters. This would form part of an annual calendar. Support would also be requested for the Ashford Village Fête taking place at the beginning of June. **AS**

- KG explained how he had spoken with 2 commanders at the Air Cadets and discussed the possibility of recruiting members. The Air Cadets were mostly 14 – 16 years old and complexities of parental approval were discussed. The Group agreed not to take this further.

MEG 8/12 **Members' Events**

The Group discussed the recent Stroke Event and how the profile of those

Governors attending could be raised. Introducing the Governors at the beginning of presentations was discussed and it was agreed to trial an introduction to the role at the Diabetes Event.

The Head of Communications confirmed the next AGM / Annual Members' Meeting would take place on 19 July at 6.00 pm at Ashford Hospital. This would be an excellent opportunity to display recruitment stands.

The Group discussed the setting up of a small group to plan the AGM and take on board the comments from the Council of Governors on the topics to be included in the presentation and GR agreed to discuss approaches with Aileen McLeish, Chairman and feedback at the next meeting. **GR**

MEG 9/12 **Alternative Membership Leaflet**

The Group discussed the use of the alternative recruitment form the Membership Manager had been using on recruitment stands and which were issued with all new OPD Appointments. These had proved highly successful and the consensus was that these were most probably less costly than the gummed forms. The Head of Communications agreed to look at the form and re-brand it to match all recent membership adverts/publications. **GR**

MEG 10/12 **Update on Weybridge Society Newsletter**

SM advised the Group that he had contacted Weybridge Society Newsletter and had provided an article for inclusion in the newsletter. He had borrowed the content from existing adverts and developed a tailored article. The Group discussed the possibility of personalising such articles for other newsletters and using the Communications Department for support with content. It was agreed to circulate the adverts and article to all Governors. **JG**

MEG 11/12 **Letters of Complaint**

The Group discussed occasions when a Governor was copied in on a letter of complaint; it was not the role of the Governors to become involved in individual complaints. Discussion took place around whether such letters should be acknowledged by a standard letter from the Governor(s) advising that the complaint was being followed up by the Complaints Department. Governors would also wish to know that the final response had been sent. The Head of Corporate Affairs agreed to raise this with the Complaints Manager. **JG**

MEG 12/12 **Member Engagement**

The Group discussed how members could be more involved in membership and what pathways could be introduced. It was agreed that attendance at Council of Governors' meetings and Trust Board should be encouraged together with volunteering to help with leaflet drops and general administration. Attendance at other groups such as the Patient Panel and LINks was considered.

MEG 13/12 **Members' Matters**

The new Communications Manager outlined articles to be included in the Spring edition of Members' Matters:

- A Day in the Life of the Hospital
- David Fluck, new Medical Director
- Epsom Transaction
- Assura Bid
- Catering Contract
- IT Developments (eg the pens midwives were using)
- Stroke Event
- Disabled Go
- Ashford OPD Survey and timeline of building works
- Spelthorne Bye Election
- Building Updates and Parking

The Group also suggested the possibility of including an update on the Health Bill and the possibility of doctors "working to rule" at the appropriate time.

CK advised the Day in the Life of the Hospital would be split into 4 segments, with the Spring edition focusing on the early morning time slot.

Progress on the Ramp works through photographs was discussed.

MEG 14/12 **Any Other Business**

<u>British Heart Foundation and Hands-only Training in Schools</u>
PW highlighted to the Group how the British Heart Foundation was pushing forward with its goal of having more people trained through their Hands-only CPR campaign by providing materials free of charge. The Group discussed arranging training sessions in schools and PW agreed to take this further in the Autumn. **PW**

MEG 15/12 **Date of Next Meeting**

Tuesday 24 April 2012 at 3.00 pm, Room 1, Postgraduate Education Centre, St Peter's Hospital.

Action log to accompany Minutes tabled on 24 April 2012 **KEY: √ Done ---- On track X Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 24/04/12	
29/11/11	MEG 44/11	**Members' Events**	Explore the possibility of holding a dedicated Epsom meeting for the public	GR		Provisionally arranged for June 2012	-----
28/02/12	MEG 1/12	**Community database**	Contact Hounslow and Runnymede Governors in order to produce a target list of organisations for priority catchments	AS	24 April 2012	Governors to email organisations direct to produce a target list	-----
28/02/12	MEG 3/12	**Membership Forms**	To look into putting a "Join" tab on the Trust's web-page	GR/CK	24 April 2012	CK agreed to liaise with Web Manager about setting up	-----
28/02/12	MEG 4/12	**External Partnership Project**	To invite JA to next meeting to discuss External Partnership Project	AS	24 April 2012	Invited and accepted – agenda item – 24 April 2012	√
28/02/12	MEG 5/12	**Frimley Park Seminar**	Update the Group on the Frimley Park Seminar	AS	19 June 2012	No longer able to attend	-----
28/02/12	MEG 6/12	**Membership Report**	Awarding 6,000th member with a prize	AS	24 April 2012	Completed	√
28/02/12	MEG 7/12	**Membership Action Plan**	To include definitions of rag rating	AS	24 April 2012	Completed	√
28/02/12	MEG 7/12	**Membership Action Plan**	To provide Membership Manager dates of scheduled stands in Reception areas	GR	24 April 2012		
28/02/12	MEG 7/12	**Membership Action Plan**	To email Governors for support with recruitment stands in May and June	AS	24 April 2012	Support to be discussed further at MEG	-----
28/02/12	MEG 8/12	**Members' Events**	To raise with the Chairman the option of setting up a small working group to plan the AGM	GR	24 April 2012	Agreed group to be set up	√
28/02/12	MEG 9/12	**Alternative Membership Leaflet**	To arrange the re-branding of alternative leaflet	GR	24 April 2012	Alternative leaflet forwarded to Communications	-----
28/02/12	MEG 10/12	**Weybridge Society Newsletter**	To send all Governors adverts and article	JG	24 April 2012	Completed	√
28/02/12	MEG 11/12	**Letters of Complaint**	To speak with Complaints Manager on the handling of complaints copied to Governors	JG	24 April 2012	Completed	√
28/02/12	MEG 14/12	**BHF and Hands-only CPR Training**	To contact local schools about the possibility of training students on the BHF Hands-only CPR	PW	4 Sept 2012	Not due yet	-----