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

COUNCIL OF GOVERNORS
28th May 2013

TITLE	**Report from Membership and Community Engagement Group**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 23rd April 2013 are attached. Highlights from the meeting on 23rd April 2013 included discussions on:- • Membership Engagement; • Organ Donation; • Membership Report; • Membership Action Plan; • Annual Members' Meeting; • Francis Report Guidelines for Governor Duties; and • Membership Strategy.
The Council is asked to:	Note the minutes of the meeting held on 23rd April 2013. .
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	20th May 2013
Decision:	For Noting

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

Membership and Community Engagement Group
23rd April 2013

Room 1, PGEC, St. Peter's Hospital
2.00 pm – 4.00 pm

PRESENT:	Keith Goodger	KG	Public Governor – Richmond Upon Thames
	Diana Manthorpe	DM	Staff Governor – Volunteers
	Steve McCarthy	SM	Public Governor - Elmbridge
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Paul Wills	PW	Staff Governor – Allied Health Professionals
APOLOGIES:	Brian Catt	BC	Public Governor - Spelthorne
	Michael Smith	MS	Appt Governor – Woking Borough Council
IN ATTENDANCE:	Claire Kelly	CK	Communications Manager
	George Roe	GR	Head of Corporate Affairs
	Anu Sehdev	AS	Membership Manager

MEG 9/13 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 19 February 2013 were agreed as a correct record.

Matters Arising

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

MEG 10/13 **Membership Engagement** (Minute MEG 7/13 refers)

The Membership Manager advised she had forwarded the link the Communications Manager had sent her for Engage which is Sandwell and West Birmingham NHS Trust's website. This was the innovative website highlighted by the Head of Communications at the last meeting.

MEG 11/13 **Organ Donation**

Di Manthorpe advised that the film that was being produced by the Organ Donation team would only be shown to Trust staff as permission had not been granted for it to be shown to the wider public.

MEG 12/13 **Samantha Lamb's Resignation**

The Membership Manager advised that Samantha Lamb, Staff Governor for Administrative and Ancillary staff, had resigned from the Group as she wished to concentrate her efforts on the newly formed Wellness Group she was chairing. The Wellness Group would be looking at implementing ways of improving the overall staff experience.

DRAFT

MEG 13/13 **Membership Report**

The Membership Manager highlighted that membership numbers had increased by 270 over a period of two months (February – March 2013) and that this was in the main due to Mr Arun Gupta's efforts in recruiting members via his clinics. Mr Arun Gupta had taken over as Governor for Medical and Dental staff on 1 December and was also a Consultant Ophthalmologist. The Membership Manager further advised that much needed members in the Hounslow area had been amongst those recruited and the Trust's annual target for recruitment had been exceeded by some 97 members.

The Membership Manager reminded the Group that monthly data cleanses were now conducted by MES, the Trust's database provider, and this meant that deceased members were removed in a more timely manner. This was especially important to the Trust since many patients in the catchment area were elderly and this ensured the data was current. It was added that it was important that recruitment efforts continued.

The Group praised Mr Gupta's efforts.

The Group discussed other ways of recruiting members in clinical areas via the television screens relaying rolling information.

The Membership Manager agreed to meet with Mr Gupta to agree ways of recruiting in clinic areas going forward. **AS**

The Membership Manager highlighted her visit to Wolsey Shopping Centre in Woking with the Maternity Team and advised that 19 members had been recruited on the day.

The Group agreed that MEG should continue its efforts in increasing membership numbers by 5% over the coming year as stated in the Membership Strategy.

The Membership Manager advised that two events had taken place since the last MEG – Dementia Services and Organ Donation. The next event on Diet and Nutrition had more than 90 members booked on.

MEG 14/13 **Membership Action Plan**

The Membership Manager advised that the Membership Action Plan had been refreshed to reflect current priorities and learning from the previous year.

The Membership Manager highlighted the work being carried out on the Members' Health Event geared towards students between the ages of 14 – 16 and advised that there would be presentations from several key staff including a doctor, a nurse, a radiologist and a dietitian. The Chairman would be asked to provide a general overview of the Trust.

It was further advised that the Membership Action Plan reflected the priority in the Membership Strategy for the need to attend at least one community event in both the Elmbridge and Hounslow areas as these were areas where representation from the public was below target.

The Group noted that from December the number of Elmbridge Governors would increase from one to three. Mergers of Guildford and Woking and

DRAFT

Richmond and Hounslow would take place in December 2013.

The Group discussed the apparent lack of incentives to becoming a member. It was highlighted that members played an integral part in the democracy of a Foundation Trust and could use their represented Governors as a sounding board. Other benefits included voting in Governor elections, attending Members' Events, receiving a quarterly newsletter, receiving discounts via the Health Service Discounts website and the option to participate in focus groups.

Steve McCarthy queried how it would be determined which community events to attend in the Elmbridge and Hounslow areas. The Membership Manager advised that she would be seeking the advice of the Governors representing those constituencies in this regard. The Head of Corporate Affairs advised that Chris Cross who was an employee of the Trust was also a Councillor for Elmbridge and had recently spoken with her. Steve McCarthy advised that he was aware of an employee of Elmbridge Council that could also be approached for assistance in determining which community event to attend. Other areas to link in with were discussed including Health Watch and the Citizens Advice Bureau.

Paul Wills advised that he had heard about a community event taking place at the Great Cockcrow Railway in Chertsey and would forward further information to the Membership Manager for her consideration. **PW**

MEG 15/13 **Annual Members' Meeting – 16 July 2013**

The Communications Manager advised that initial discussions had taken place and a draft schedule of events had been drawn up. This included information stalls during the period 6.00 to 7.00 pm and tours for attendees around Outpatients. At 7.00 pm a presentation on Trauma and Orthopaedics would take place with Mr Paul Trikha, Consultant Orthopaedic Surgeon, taking the lead. The Annual Members' Meeting would be advertised to members of the public via the local paper and posters placed around the Trust.

The Group discussed representation from the Governors and it was advised that it was proposed that the Chairman would represent the Governors. The Group discussed the option of the Lead Governor also speaking to highlight the work undertaken by the Governors over the last year.

The Group discussed the option of having an interactive Infection Control stand similar to the one set up at the Members' Health Event which took place last November and perhaps a Patient Advice and Liaison Service (PALS) stand. The Group agreed to have stands which highlighted the work that the Membership and Community Engagement Group and Patient Experience Group had undertaken with a focus on membership data. Other ideas included having a rolling presentation either in the Lecture Theatre or on lap tops around Real-Time and the latest technologies the Trust was utilising, for example the Stroke Cart. The Group agreed that food would need to be provided to those attending. The Head of Corporate Affairs agreed to speak with the Chairman around the ideas that had been mooted and would update the Group via email. A further email would be sent to all Governors requesting ideas for the stands. **GR** **GR**

MEG 16/13 **Francis Report Guidelines for Governor Duties**

The Head of Corporate Affairs tabled a paper detailing the seven

DRAFT

recommendations which related to Governors in the Francis Report.

The first two recommendations were actions for the Care Quality Commission. The third recommendation was around Monitor and the Care Quality Commission publishing guidelines for Governors and these had been forwarded to all Governors in January 2013. Final guidelines were due to be published in June 2013.

The Head of Corporate Affairs advised that work had already begun to meet the fourth recommendation that Governors would hold the Non Executive Directors to account and the first meeting with Non Executive Directors and Governors had taken place. The fifth recommendation was around Governors being accountable to not just the immediate membership but to the public at large and this was currently a work in progress.

The Head of Corporate Affairs advised that the Foundation Trust Network had been commissioned by the NHS Leadership Academy to develop a new national governor training programme to ensure governors were equipped to meet their new responsibilities highlighted in the Health and Social Care Act 2012 and detailed in recommendation six. The programme had now been launched. Discussion would need to take place as to whether all Governors would go on the programme or just a selected few who would then report back to the wider group as there was a cost implication of approximately £200 per delegate. The Head of Corporate Affairs advised that he would also be looking at improving the induction programme for new Governors.

Lastly, an advisory facility called the NHS Panel had been set up on 1 April 2013 by Monitor as per recommendation seven. The Head of Corporate Affairs further advised that meetings were currently taking place with the Chairman and Governors on a one to one basis.

MEG 17/13 **Membership Strategy**

The Head of Corporate Affairs advised that amendments had been made to the Membership Strategy to reflect the Group's priorities for 2013/14. These included updating the information relating to the community the Trust served and updating the priorities for recruitment which were mirrored in the Membership Action Plan.

The Communications Manager advised that the Communication and Engagement Strategy was currently in draft stage and was due to go to the Trust Executive Committee (TEC). Additions to the document included improvements to the Trust's web link and increasing its interactivity. The Communications Manager advised she would circulate the draft strategy to the Group after it had gone to TEC. **CK**

MEG 18/13 **Any Other Business**

Paul Wills suggested reinstating the annual Trust Fête. Previously the cricket ground adjacent to William Perkins School had been utilised and staff held a number of stalls. The junior doctors had been charged with making the arrangements. The Group discussed attendance from stakeholders currently supporting treatment and care, for example Virgin Care.

The Group felt this was best approached by the newly formed Wellness Group and since the Head of Corporate Affairs was a member of this group, **GR**

DRAFT

he would raise this with the Group.

Keith Goodger gave his apologies for the next MEG in June.

Further Meeting Dates – 2013

Tuesday 25 June
Tuesday 27 August
Tuesday 26 November

All in Room 1, Postgraduate Education Centre from 3.00 – 5.00 pm

DRAFT

Action log **KEY: ✔ Done ---- On track X Issue**

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 25/06/13	
11/12/12	MEG 60/12	**Raising the Profile of Membership in Border Constituencies**	Stephen Hepworth to update the Group on new tenders.	SH	25 June 2013	Completed	✔
11/12/12	MEG 64/12	**Membership Report**	Provide information on inpatient attendance compared to constituency population.	AS	25 June 2013		-----
11/12/12	MEG 65/12	**Membership Action Plan**	Draft Junior Doctors' article for Autumn 2013 edition of Members' Matters.	CK	July 2013		-----
23/04/13	MEG 13/13	**Membership Report**	Meet with Mr Gupta to discuss recruitment in clinics.	AS	25 June 2013		
23/04/13	MEG 14/13	**Membership Action Plan**	Forward details to the Membership Manager about the event taking place at Cockcrow Railway.	PW	ASAP		
23/04/13	MEG 15/13	**Annual Members' Meeting**	Meet with the Chairman to discuss ideas for the Annual Members' Meeting and update the Group.	GR	ASAP		
23/04/13	MEG 15/13	**Annual Members' Meeting**	Request ideas for the stands.	GR	ASAP		
23/04/13	MEG 17/13	**Membership Strategy**	Forward draft Communication and Engagement Strategy to the Group	CK	ASAP		
23/04/13	MEG 18/13	**Any Other Business**	Raise reinstatement of the Trust Fête at the next Wellness Group.	GR	ASAP	Completed	✔

DRAFT