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

COUNCIL OF GOVERNORS
9th September 2013

TITLE	**Report from Membership and Community Engagement Group**
EXECUTIVE SUMMARY	The minutes of the meetings of the Membership and Community Engagement Group held on 25th June 2013 and 27th August are attached. Highlights from the meeting on 25th June 2013 included discussions on: • Membership Report • Membership Strategy • Raising the Profile of Membership in Border Constituencies • Membership Action Plan • Annual Members' Meeting Plan Highlights from the meeting on 27th August 2013 included discussions on: *(check after minutes taken)* • Membership Report • Membership Action Plan • Governor Surgeries • Inpatient Attendances Across the Constituencies • Evaluation on Members Attending Health Events
The Council is asked to:	Note the minutes of the meetings held on 25th June 2013 and 27th August 2013.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	August 2013
Decision:	For Noting

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

Membership and Community Engagement Group
25 June 2013

Room 1, PGEC, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Brian Catt	BC	Public Governor - Spelthorne
	Diana Manthorpe	DM	Staff Governor – Volunteers
	Steve McCarthy	SM	Public Governor - Elmbridge
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Michael Smith	MS	Appointed Governor–Woking Borough Council
APOLOGIES:	Keith Goodger	KG	Public Governor – Richmond Upon Thames
	Paul Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	Stephen Hepworth	SH	Associate Director of Business Development (for minute 22/13)
	George Roe	GRoe	Head of Corporate Affairs
	Giselle Rothwell	GR	Head of Communications (for minute 25/13)
	Anu Sehdev	AS	Membership Manager

MEG 19/13 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 23 April 2013 were agreed as a correct record.

Matters Arising

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

MEG 20/13 **Membership Report (MEG 13/13 refers)**

The Membership Manager advised that she had arranged to meet with Mr Arun Gupta, Governor for Medical and Dental staff, on 4 July 2013 in his clinic at Ashford Hospital and discussion around the best options of recruiting in clinic areas would take place. It was agreed that once finalised ideas would be taken forward to other areas of outpatients and that the Membership Manager would speak with Di Lashbrook, Matron for Outpatients, to discuss the possibility of advertising membership in the newly refurbished reception area of outpatients at Ashford. **AS**

MEG 21/13 **Membership Strategy (MEG 1713 refers)**

The Head of Corporate Affairs advised that the Communication and Engagement Strategy had been approved at the Trust Executive Committee and would be presented at Trust Board on 27 June 2013. The Head of Communications agreed to forward the strategy to the group. **GR**

MEG 22/13 **Raising the Profile of Membership in Border Constituencies**

Raising the Profile of Membership in Border Constituencies
The Group welcomed Stephen Hepworth, Associate Director of Business Development.

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Stephen updated the Group on recent developments and advised that there had been no current tenders suitable for the Trust to bid for since he last attended MEG. However, he was happy to update the Group on general developments within the Trust's catchment area.

It was advised that the Trust has a contract for non-obstetric ultrasound. Following an advert placed by Surrey PCT in 2012 the Trust had queried whether it would have to bid to retain the service and at the time the Clinical Commissioning Group (CCG) had advised that there was no need. However, more recently the CCG had advised that the Trust would have to bid for the contract although in the meantime could carry on providing the service. However this would mean the Trust would have to comply with the national service specification which would mean a lower standard of service. Therefore it had asked the CCG to reconsider.

Stephen went onto advise that the out of hours GP service was provided by a company called Harmony in Guildford, Waverley and Surrey Downs areas. Providing an out of hours GP service on Trust grounds was being considered by the Trust. This would work well to alleviate the pressures on the A&E as patients could be re-directed to the GP service which would be adjacent to the A&E.

It was advised that work was continuing to increase the Cobham patch to include ENT services. Upper Gastroenterology and Lower Gastroenterology services would be introduced in Autumn 2013.

It was further advised that work was underway on developing the orthopaedic multi-skeletal (MSK) pathway and essentially the provision of extended scope physiotherapy. It was considered the Trust could provide this service on-site reducing patient attendances and thus reducing costs to the CCG. The tender for the MSK pathway would be coming up next year and by then the Trust would have developed an excellent track record. Stephen advised that he would be visiting Hounslow to see how they had developed the MSK pathway.

Brian Catt noted a concern raised with him by a member around inadequate staffing of the ultrasound department at Ashford Hospital causing a delay in appointments being provided and Stephen clarified that appointments were received within a week of the referral being received in the department and that perhaps the issue lay with the delay in the referral being sent by the GP to the department. It was considered that a pathway may be needed to reduce the delay and include the provision of direct access to ultrasound services.

Michael Smith queried whether the Trust was still looking at taking over an empty floor in West Byfleet Health Centre in order to provide community services and Stephen advised that this option was no longer being considered.

The Group discussed the problems of access to Cobham for patients as transport links were not good.

The Group also discussed the issues pertaining to Virgin Care's provision of phlebotomy and x-ray services and how the services appeared to have become more convoluted. It was advised that complaints would need to be directed to the CCG so that issues could be highlighted. It was highlighted that Ashford Hospital provided a Walk-in Phlebotomy service. Stephen would confirm whether and how access would be possible. **SH**

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Finally, Stephen confirmed that the Trust's relationship with the CCG was good.

The Group thanked Stephen for the information he had relayed.

MEG 23/13 **Membership Report**

The Membership Manager highlighted that there had been a steady increase in membership numbers over the last two months, although 25 members had been lost, 19 of which were deceased. Two members' health events had taken place since the last meeting and these were Nutrition for Life and Weight-Loss Surgery. There had been an excellent turnout for the nutrition event and although there had been fewer attendees at the Weight-Loss Surgery event, due to it being a specialist topic, those attending felt the presentations had been very informative and that there had been greater scope for discussion at the end.

The Group discussed the scope for a further evaluation to take place around the attendees of membership events. For example whether attendees were from a core group of regular attendees or whether new attendees had been encouraged to attend as the events went on. Furthermore, the possibility of conducting a survey on what attendees felt about the presentations could be visited. **AS**

The Group discussed topics for future events and one of these was the North West Surrey Health Economy where the process from GP referral onwards could be looked at. Participation from the CCG and Business Development was considered.

The Group NOTED the report.

MEG 24/13 **Membership Action Plan**

The Membership Manager advised that all actions due were on track and would ensure actions were quantified for the next meeting. **AS**

It was confirmed that since the MEG papers had been produced, the Spelthorne Assembly had sent through an application form for the forthcoming Spelthorne Assembly taking place on 27 September 2013 and that the Membership Manager had agreed to book a slot for the Trust on behalf of Communications and Business Development. **AS**

The Group NOTED the plan.

MEG 25/13 **Annual Members' Meeting Plan – 16 July 2013**

The Head of Communications outlined the arrangements for the Annual Members' Meeting advising that a number of stands would be incorporated including the following:

- Infection Control and Cleaning
- Outpatients
- Patient Experience Group
- Membership and Community Engagement Group
- Maternity
- Technology
- Nursing

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The MEG stand would be utilised to visualise the work undertaken over the past year and ideas were welcomed on what should be included. It was advised that a new medical photographer was in post and at the recent PEG meeting photographs had been taken of the group on a tour of Medical Records and the Appointment Centre. **All**

The Head of Communications advised that it had been agreed that refreshments would be provided to those attending. It was also highlighted that the Annual Members' Meeting had been advertised via MPs, local councils and other stakeholders. An advert would also be placed in the Surrey Herald nearer the time.

The Group discussed the importance of highlighting that food would be served, the tours and topics that would be covered. The Membership Manager advised that she would send an email to all members prior to the Annual Members' Meeting outlining the programme and would include these suggestions. The Head of Communications advised that she would also be putting a Press Release together and would provide additional details.

The Head of Communications went onto advise that the Chief Executive's presentation would follow along similar lines to the one he made in 2012 which had been mostly pictorial.

The Head of Corporate Affairs advised that the Annual Members' Meeting would need to be utilised to get approval from the members present on the changes to the constitution. It was agreed that the voting element should be included in the Aspire bulletin, monthly bulletin to members and the press release.

The Group discussed the possibility of allowing for questions after the Director of Finance and Information's presentation at around 19:20 hours. **GR**

The Group was handed a draft copy of the poster advertising the Annual Members' Meeting and the Head of Communications agreed to make the minor changes recommended by the Group. **GR**

The Head of Communications tabled the full Annual Report which included the Quality Account and advised that she had drafted an eight page review of the full paper which was easier to digest and included the main points of the Annual Report and Quality Account. It was intended that the report would be presented in magazine style and would be circulated to all stakeholders. Members on email would also receive a PDF copy and would be able to click into the document as if it were a book. Comments were welcomed from the Group on the draft. **All**

The Group NOTED the plan.

MEG 26/13 **Inpatient Attendances Across the Constituencies**

Due to the time constraints, the Group agreed to carry this item forward to the next meeting. **AS**

MEG 27/13 **Any Other Business**

Brian Catt advised that the Spelthorne Governors were currently working on conducting some research via their constituents on their personal experiences of the Trust and this linked in the Friends and Family testing.

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The Head of Patient Engagement and Experience was also involved in this piece of work and once the wording had been agreed, the Group's comments would be sought.

Brian also advised that he had met with Sue Ells, Non-Executive Director and Heather Caudle, Associate Director of Quality, and he had been advised that Quality was in the process of acquiring an application to enable the download of data into easier to digest formats, utilising graphs, tables and bar charts.

Further Meeting Dates – 2013

Tuesday 27 August
Tuesday 26 November

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

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Paper 5.4

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

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 27/08/13	
11/12/12	MEG 65/12	**Membership Action Plan**	Draft Junior Doctors' article for Autumn 2013 edition of Members' Matters.	CK/GR	August 2013		-----
25/06/13	MEG 20/13	**Membership Report**	Update MEG on talks with Arun Gupta	AS	27 Aug 2013	Complete	✔
25/06/13	MEG 21/13	**Membership Strategy**	Forward the Communication and Engagement Strategy to MEG	GR	ASAP	Complete	✔
25/06/13	MEG 22/13	**Raising the Profile of Membership in Border Constituencies**	Confirm access available for the Walk-in Phlebotomy service at Ashford Hospital.	SH	27 Aug 2013	There is a walk in service Mon to Fri for patients aged 10 years and over.	✔
25/06/13	MEG 23/13	**Membership Report**	Provide an evaluation on those attending events at the next meeting	AS	27 Aug 2013	Complete	✔
25/06/13	MEG 24/13	**Membership Action Plan**	Quantify actions for the next meeting	AS	27 Aug 2013	Complete	✔
25/06/13	MEG 24/13	**Membership Action Plan**	Book a stand at the Spelthorne Assembly	AS	ASAP	Complete	✔
25/06/13	MEG 25/13	**Annual Members' Meeting Plan**	Ideas for the MEG stand	All	ASAP	Complete	✔
25/06/13	MEG 25/13	**Annual Members' Meeting Plan**	Allow for questions after Finance presentation	GR	ASAP	Complete	✔
25/06/13	MEG 25/13	**Annual Members' Meeting Plan**	Amend AMM poster	GR	ASAP	Complete	✔
25/06/13	MEG 25/13	**Annual Members' Meeting Plan**	Comments on review of Annual Report and Accounts	All	ASAP		
25/06/13	MEG 26/13	**Inpatient Attendances Across the Constituencies**	Take forward to next meeting	AS	27 Aug 13	Complete	✔

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Ashford and St. Peter's Hospitals NHS
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Membership and Community Engagement Group
27 August 2013

Room 1, PGEC, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Brian Catt	BC	Public Governor - Spelthorne
	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)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
	Paul Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	George Roe	GR	Head of Corporate Affairs
	Anu Sehdev	AS	Membership Manager

MEG 28/13 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 25 June 2013 were agreed as a correct record.

Matters Arising

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

MEG 29/13 **Membership Report (MEG 20/13 refers)**

The Membership Manager advised that she had met with Mr Arun Gupta, Governor for Medical and Dental staff, on 4 July 2013 in his clinic at Ashford Hospital. After considerable discussion, it was felt that further recruitment drives would be discussed and undertaken only when required. These drives would boost the member total when needed, especially in the area of Hounslow.

The Group discussed other ways of recruiting new members and Paul Wills suggested using the café area at St Peter's Hospital where leaflet stands could be placed on each table. Paul also suggested the area before the foyer of St Peter's Main Reception where membership could be publicised. The Membership Manager agreed to look into these options further. The Group agreed that publicising membership via Outpatients was the best option. **AS**

Michael Smith queried whether the Trust was still actively looking at recruiting new members and it was advised that it was important to continue recruiting as the Trust lost members through being deceased and aimed for a 5% increase each year.

MEG 30/13 **Membership Report**

The Membership Manager advised that during June to July 2013, the Trust had lost a significant number of members and this was as a result of the increase in communications regarding the Annual Members' Meeting and provision of Governor election information. Many family members had

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contacted the Membership Office to advise that their family member had passed away and together with the monthly database cleanses conducted by MES (our membership database providers), 36 members had been lost this way. Eight members had also decided to opt out after receiving election information.

The Membership Manager advised that she had also taken the opportunity to remove any volunteers that appeared on the database since she had received up to date information on volunteers now serving the Trust. As volunteers were regarded as staff, they should not appear on the membership database which detailed public members only. The reason for this discrepancy was explained as volunteers often joined up as members initially and then as they learned more about the Trust decided to become volunteers at a later date. The Membership Manager advised that quarterly data from Voluntary Services is requested to ensure these members are cross-checked and removed if necessary.

The Group provided feedback on the recent Annual Members' Meeting. The consensus was that advertising the programme and the provision of food encouraged many more to attend, with over 70 members attending. The tours around Ashford Outpatients also proved very popular. The Group considered the presentation provided by Mr David Elliott, Lead Consultant for Trauma and Orthopaedics, extremely engaging. Several members of the Group considered the tours were a little too long.

Discussion around the question and answer segment took place and it was considered that many of these were statements rather than questions. Diana Manthorpe advised that the Trust was fortunate to have Aileen McLeish as Chair as she was able to guide the discussion during this session and pull out potential questions.

The Head of Corporate Affairs advised that consideration would be placed on changing the venue for next year's Annual Members' Meeting to St Peter's Hospital to increase attendance still further.

The Group NOTED the report.

MEG 31/13 **Membership Action Plan**

The Membership Manager advised that the Action Plan had been updated to show progress and that all objectives had either been met or were on target apart from Action 1.2.3 around holding a recruitment stand in Outpatients. The Membership Manager explained that arranging Health Events and the forthcoming elections had consumed most of her time. It was hoped that a recruitment stall would be arranged for the first week of September. It was advised that a further rag colour had been incorporated to highlight actions that were not due by using the colour blue.

Recruitment was discussed and whether reception staff could be encouraged to publicise membership. The Group considered that reception areas were not too over-stretched although the Rowley Bristow Unit was thought to be the exception. However, it was considered that reception staff would not consider recruitment as part of their job description. The Self Check-In docks were thought to be another way of publicising membership.

Paul Wills advised that regular GP meetings took place at St Peter's Hospital where GPs could be targeted and be persuaded to publicise membership in their surgeries. Michael Smith suggested emailing local

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councillors about membership.

The Membership Manager advised that she would investigate taking these suggestions forward. **AS**

Brian Catt advised that he would be attending a local surgery group and the North East Surrey Group where he would promote membership. It was felt that all Governors should be encouraged to promote membership through their local GP surgeries or other avenues open to them. Andrew Ryland relayed his recent experience of approaching Runnymede GP Surgery where eventually he was able to utilise information boards to promote the Annual Members' Meeting after chasing this up with the Practice Manager.

The Group NOTED the plan.

MEG 32/13 **Governor Surgeries**

Andrew Ryland advised that at the recent Annual Members' Meeting a member had spoken to him about Governors increasing their engagement with members. Andrew had considered ways of improving engagement and felt that Runnymede should pilot the option of a Governor Surgery. Andrew had considered that many of those attending a surgery would mainly do so to make a complaint and felt that attendance from PALS would be needed. However, the Group noted that it would be difficult to secure support from PALS when they were already over-stretched. It was suggested that should the need arise, advice on the complaints process could be provided together with literature.

Discussion around the venue for such a surgery took place. It was considered the best option would be a venue in the community, ie GP surgeries, local libraries, Royal Holloway or Surrey University. Michael Smith advised that council premises were expensive and this was due to the lack of public access during the evenings. For the pilot the Runnymede Centre was considered the best option as this was centrally located and there would be ample parking available. It was also considered that the evening would be the best time to conduct a surgery.

Andrew Ryland agreed to speak with his Runnymede colleagues, Susan Lockwood, Tracy Ward and Hugh Meares and decide upon a date and venue. **AR**

The Group considered the surgery could be advertised via the local paper websites and members in the Runnymede area could be emailed. The format was considered and it was suggested that the surgery would be regarded as a "Drop-in Session" and that members could take the opportunity to find out about the role of the Governor, relay their priorities for their local hospitals and provide feedback.

Paul Wills suggested the possibility of having an Ideas Wall similar to the one Human Resources had utilised recently.

The Group considered PALS having an electronic feedback form on the website as it was considered that it was unclear how a patient could provide feedback when this was not a complaint. It was agreed that this suggestion would be fed back to the Patient Experience Group. **GR**

MEG 33/13 **Inpatient Attendances Across the Constituencies**

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The Membership Manager presented data on inpatient attendances across the constituencies as previously requested by the Group.

Di Manthorpe expressed her surprise that inpatient attendances from patients in the Woking area were not higher as this was the immediate area around St Peter's Hospital. The Group considered that many of those living in Woking had the option of visiting Royal Surrey County Hospital or purchasing private healthcare. The Head of Corporate Affairs advised that only 224 Ashford and St Peter's patients were currently waiting more than 18 weeks. This compared extremely favourably to other similar trusts. It was also considered a possibility that GPs in the Woking area were choosing to send their patients to Royal Surrey or Frimley Park or those living in Woking were exercising their patient choice. Michael Smith advised that a higher number of attendances were recorded from deprived areas of Woking and these were areas where life expectancy was almost 12 years lower than the rest of the Surrey area. Michael advised that there were five main GP practices in central Woking with a further three on the outskirts.

The Head of Corporate Affairs confirmed that he would request similar data from Royal Surrey upon the Group's request. **GR**

MEG 34/13 **Evaluation on Members attending Health Events**

The Membership Manager presented her data on the evaluation she had undertaken on members attending health events. It was explained that although 351 members had attended the last seven events during 2013, 171 had only attended one event and only two members had attended all seven. This would infer that members only attended those events they had an interest in and it was considered worthwhile that health events continued.

The Group queried whether members were asked about which topics they would like covered in health events and the Membership Manager advised that this query was posed on feedback forms at each event and several of these suggestions had been taken forward. Occasionally, Aileen McLeish, Chairman or members of the Executive Team made suggestions to either publicise a department or new venture.

Andrew Ryland commented that he felt that many of the presentations were too long and presenting skills varied amongst presenters. The Membership Manager advised that during pre-meetings with the leads on each event, it was always requested that presentations should be short, to the point and not containing too much complex information. In many of the cases presentations were forwarded to the Membership Manager with time for comment but in several cases presentations were provided on the day and little could be done to change the content. There was a difficult balance to maintain as the Membership Manager was grateful for participation from colleagues but was unable to dictate too strongly how the presentations went.

The Group discussed the option for more events to take place at Ashford Hospital and the Membership Manager advised that when colleagues based at Ashford Hospital would take part in events this option would be brought up. The Membership Manager gave an example of an Ophthalmology Health Event taking place next year which Mr Arun Gupta had agreed to lead on and this would most probably take place at Ashford Hospital.

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Steve McCarthy suggested that the name of the forthcoming Radiology Services event be changed to something members could relate to and incorporate a segment on lifestyle. The Membership Manager advised that she would be meeting with Andrew Moth, Radiology Services Manager, to discuss the content and that the name of the event would be looked at the same time.

Paul Wills suggested an event on Therapies would be a good idea.

MEG 35/13 **Any Other Business**

The Membership Manager advised that she and the Head of Corporate Affairs would be meeting with the new Communications Manager, Becky Fairbairn, to discuss the content for the Autumn edition of Members' Matters and requested the Group's input (2.3.1 objective of the Action Plan).

The Group discussed an article on the Friends and Family Test and it was advised that this had been mentioned in the previous edition but that results were now available which could enable an update to be provided.

Di Manthorpe suggested a double spread on Therapies would be interesting perhaps incorporating a patient story around a hip operation and the follow up care delivered by Therapies.

The Membership Manager agreed to take these suggestions forward to the meeting.

Michael Smith queried how Governors not belonging to the Patient Experience Team fed back on recent visits undertaken by Governors. It was suggested that Michael fed back his views to either Lynn Robinson, Head of Patient Engagement and Experience or Heather Caudle, Associate Director of Quality.

Further Meeting Dates – 2013

Tuesday 26 November

Room 1, Postgraduate Education Centre from 3.00 – 5.00 pm

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Paper 5.4

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

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 27/08/13	
11/12/12	MEG 65/12	**Membership Action Plan**	Draft Junior Doctors' article for Autumn 2013 edition of Members' Matters.	BF/GR	August 2013	Meeting to discuss 28 August 2013	✔
27/08/13	MEG 29/13	**Membership Report**	Look into publicising membership in café and area before Main Reception	AS	26 Nov 2013		
27/08/13	MEG 31/13	**Membership Action Plan**	Look into publicising membership via the Self Check-In docks and GP meetings taking place in the PGEC	AS	26 Nov 2013		
27/08/13	MEG 32/13	**Governor Surgeries**	Speak with Runnymede colleagues and arrange a date and venue	AR	26 Nov 2013		
27/08/13	MEG 32/13	**Governor Surgeries**	Feedback suggestion of electronic feedback form to PALS	GR	26 Nov 2013		
27/08/13	MEG 33/13	**Inpatient Attendances Across the Constituencies**	Request inpatient data from Royal Surrey	GR	26 Nov 2013		

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