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

COUNCIL OF GOVERNORS
9th September 2014

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The draft minutes of the meeting of the Membership and Community Engagement Group held on 19th August 2014. Matters discussed in the meeting on 19th August included: • Membership Report and Action Plan • Stakeholder Panel Regarding Merger • Signage • Update from Spelthorne Careers Fair and AMM • Fundraising • Members' Matters – Autumn Edition – Ideas • Spelthorne Survey • Members' Forum
The Council is asked to:	Note the minutes of the meeting held on 19th August 2014.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	22nd August 2014
Decision:	For Noting

DRAFT

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

Membership and Community Engagement Group
19 August 2014

Level 2 Seminar Room, 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
	Steve McCarthy	SM	Public Governor - Elmbridge
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
APOLOGIES:	Paul Wills	PW	Staff Governor – Allied Health Professionals
IN ATTENDANCE:	George Roe	GR	Head of Corporate Affairs
	Giselle Rothwell	GRoth	Head of Communications
	Anu Sehdev	AS	Membership Manager

MEG 31/14 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 17 June 2014 were agreed as a correct record.

MEG 32/14 **Matters Arising**

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

Graphical Explanation of how the Council is Constituted
The Membership Manager agreed to re-send the graphs the Trust Content Manager had developed to the Group. **AS**

Advertising Membership and Other Hospital Literature
Brian Catt reiterated his request for a single provision of literature racking/noticeboards advertising membership as well as volunteering and that he had emailed colleagues in June. The Head of Communications advised that the Communications Department would be happy to update the existing volunteering advert when changes had been forwarded to them. Brian agreed to send his email to the Head of Communications. **BC**

MEG 33/14 **Membership Report**

The Membership Manager presented highlights from her report and advised that membership numbers over the last two months had increased by 108. 98 of these members were recruited at the Spelthorne Careers Fair in June and these were 15 – 16 year olds and almost a third of these were from the borough of Hounslow. These were areas where members were needed.

Presentations from:

Mr Arun Gupta, Consultant Ophthalmologist / Staff Governor (Medical & Dental)
Diane Lashbrook, Clinical Nurse Leader, Ambulatory Care
Jean Asare, Endoscopy Unit Manager

DRAFT

were received well and took place four times during the day with groups of up to 40 students attending each session.

The Membership Manager advised that the two partnership meetings for members and the public were well attended and feedback had been positive. These meetings were also well attended by Governors.

The Group queried when more meetings for the public would take place and the Head of Communications advised that there was a Communications and Engagement Plan in place and it was likely that more meetings would take place in the new year when both trusts were further forward in their application to become a merged Trust, ie approval from the Competition and Markets Authority (CMA) had been received. These meetings would aim to seek the views of the public on the merger. The Group agreed that it was likely the public would have more to say when a firm announcement had been made.

Steve McCarthy suggested placing Frequently Asked Questions (FAQs) on the Trust's website with an option to provide feedback. The Head of Communications advised that a dedicated extranet on the merger was already available for staff at both trusts, although currently this was not accessed a great deal. She would look into whether something similar could be provided to the public. **GRoth**

Michael Smith suggested that the clinical benefits of the merger should be highlighted more and the Head of Corporate Affairs advised that the draft Patient Benefits Case would be sent to Governors in advance of this being submitted to the CMA.

The Group considered that the potential for travelling to a hospital further away may trigger some opposition, but agreed that through patient choice the patient could choose where treatment would be provided as long the treatment needed was available at the hospital of their choice.

The Group considered that once CMA approval was given then communication would need to be stepped up and a joint site with FAQs could be provided to those who had queries.

Michael Smith suggested that the choice of name for the merged Trust would be an important factor. The Head of Communications advised that it was proposed that staff would be asked to put their suggestions forward and could be asked to vote for their preferred name. It was also advised that there were NHS guidelines on the processes to be followed when selecting a new name.

MEG 34/14 **Membership Action Plan**

The Membership Manager advised that all actions were on track, with a few not due yet.

The Group NOTED the action plan.

MEG 35/14 **Stakeholder Panel Regarding Merger**

The Head of Communications advised that she was to set up a Stakeholder Panel in relation to the merger with Royal Surrey and would be seeking participants from several stakeholders including:

DRAFT

- Appointed Governors from Borough Councils
- Healthwatch Surrey
- Health Overview and Scrutiny Committee (HOSC)
- Health and Wellbeing Scrutiny Committee
- CCG lay representatives

The panel would meet monthly for an informal exchange of views and address any concerns panel members had been made aware of. Advice on how to shape communication and engagement plans would also be sought and it was anticipated that panel members would act as advocates for the groups they represented.

Amongst items for discussion would be the newly merged Trust's Visions and Values and the visual brand and it was intended the panel would have no more than 20 members.

Brian Catt highlighted that having a Surrey Council member on the panel would help get messages out to the public through their literature/publications. The Head of Communications agreed and advised that the Trust had already been successful with Woking and Spelthorne with placement of messages in their publications, but not so much with Surrey.

Steve McCarthy queried how many Governors the Head of Communications was looking for and it was advised that it would be anticipated that two public Governors from each of the Membership and Community Engagement groups from both Trusts and one appointed council Governor from each borough would be invited to become members. Where the trusts shared boroughs, only one Governor would be chosen. If, however, an appointed Governor was not interested then the council would be invited to nominate someone else as it was considered important to secure council representation.

Michael Smith advised that there may be a conflict when a councillor was a member and that the Trust would benefit from choosing a public Governor. It was recommended to write to the individual rather than each council.

The Head of Communications requested nominations from the Group and Brian Catt and Steve McCarthy expressed an interest. The Head of Communications advised that she would send out invites and arrange the first meeting which would most likely be at the beginning of October. **GRoth**

At the Group's suggestion it was decided that Simon Bhadye as Chair of the League of Friends and Richard Docketty, Staff Governor for the Volunteers, would also be invited to join the panel.

MEG 36/14 **Signage**

The Group discussed pictures of membership and "contact your governor" banners that Paul Wills had seen at the Chelsea and Westminster. The Head of Communications advised the Trust too had a banner advertising membership and considered it a good idea to refresh the banner, order more and place prominently around the Trust. The Head of Communications added that this could be linked in with the rest of the advertising material as mentioned earlier. **GRoth**

It was suggested that an invitation to become a member be mentioned on the Friends and Family test and the Head of Communications advised she would speak with the Quality Department and see if this was possible. **GRoth**

DRAFT

MEG 37/14 **Fundraising**

Andrew Ryland introduced this topic and noted how Royal Surrey was particularly strong in fundraising and how this increased their engagement with the public. The Head of Corporate Affairs advised that there were four members in the Fundraising Team at Royal Surrey and as a result, significant funds were raised. As Royal Surrey was a Cancer Centre, this provided the Trust with a lot of fundraising potential. Currently Ashford and St Peter's would struggle to match this initiative but with the merger on the horizon, it was an area that Ashford and St Peter's would benefit from.

The Head of Communications advised that the Early Pregnancy Unit at Ashford and St Peter's consistently raised money as did the League of Friends at Ashford Hospital and at St Peter's Hospital. Much of the money that was donated to the League of Friends was through legacies. The Head of Corporate Affairs added that the Trust had a Charitable Fund and donations were paid into that.

MEG 38/14 **Members' Matters – Autumn Edition**

The Head of Communications advised that the celebrity, Abbey Clancy, had agreed to formally open the Abbey Birth Centre in September and it was anticipated that this would feature in the next edition of Members' Matters. There were also a number of other openings which would be mentioned:

- Ashford Chemotherapy Centre
- Admissions Lounge
- Stroke Ward
- Cardiac Unit

The Group discussed the inclusion of a piece from the new Chief Executive, Suzanne Rankin. Other ideas included:

- Outpatient prescriptions / Pharmacy
- Spring to Green (with a piece on Pharmacy runners)

Any Other Business

MEG 39/14 <u>Spelthorne Survey Being Introduced in other Constituencies</u>

Brian Catt advised that he would be putting together a letter to thank those that had participated in the Spelthorne Survey and would liaise with Mick Imrie, Chief of Patient Safety/Deputy Medical Director, on this. **BC**

The Group agreed to hold on sending a survey to other constituencies as it was important to devote efforts in resolving the issues that had been highlighted by the Spelthorne Survey. It was considered that a follow-up survey may be considered in the future.

MEG 40/14 <u>Member Engagement – Membership Meetings – "Members' Forum"</u>

The Head of Corporate Affairs advised that Maurice Cohen, Public Governor for Woking and Guildford, had made this suggestion at the last Patient Experience Group meeting. He felt that members should be encouraged to provide their feedback and that this could be done at members' meetings. It was advised that the Head of Corporate Affairs and Membership Manager had been working on improving engagement with members during the last few events by encouraging early attendance by Governors and placing them on assigned tables. Engagement had greatly improved at the recent

DRAFT

partnership and Annual Members' meetings.

It was agreed that members were unlikely to stay behind after a members' meeting but that ways of further engagement at the next members' meeting on DVT in October could be looked at. Andrew Ryland suggested coloured stickers as well as the Governor rosettes to distinguish boroughs so members could approach their elected Governor directly. **AS/GR**

Further Dates of Meetings for 2014

Tuesday 25 November – Management Meeting Room, SPH – 3-5 pm

Dates of Meetings for 2015

17 February
21 April
9 June
18 August
17 November

All 3 – 5 pm in the Management Meeting Room, SPH

DRAFT

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

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update at 19.8.14	
19.8.14	**MEG 32/14**	**Matters Arising: Graphical Explanation of how the Council is Constituted**	Re-send graphs to the Group	**AS**	ASAP	Complete	✔
19.8.14	**MEG 32/14**	**Matters Arising: Advertising Membership and Other Hospital Literature**	Send email to the Head of Communications outlining the advertising of hospital literature.	**BC**	ASAP	Complete	✔
19.8.14	**MEG 33/14**	**Membership Report**	Look into a dedicated merger page with FAQs for the public should be set up.	**GRoth**	ASAP		
19.8.14	**MEG 35/14**	**Stakeholder Panel Regarding Merger**	Send invites and arrange first meeting	**Groth**	ASAP		
19.8.14	**MEG 36/14**	**Signage**	Refresh membership banner and order several for placement around the Trust.	**Groth**	ASAP		
19.8.14	**MEG 36/14**	**Signage**	Query whether membership can be highlighted on Friends and Family testing.	**Groth**	ASAP		
19.8.14	**MEG 39/14**	**Any Other Business: Spelthorne Survey Being Introduced in other Constituencies**	In liaison with the Chief of Patient Safety/Deputy Medical Director, compile a thank you letter to Spelthorne members who took part in the survey.	**BC**	ASAP		
19.8.14	**MEG 40/14**	**Any Other Business: Member Engagement – Membership Meetings – "Members' Forum"**	Look at ways of further improving Governor engagement with members at the next health event.	**AS/GR**	14 Oct 2014		