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

COUNCIL OF GOVERNORS
8th September 2015

TITLE	**Membership and Community Engagement Group Report**
EXECUTIVE SUMMARY	The minutes of the meeting of the Membership and Community Engagement Group held on 9th June are attached. Matters discussed in the meeting on 9th June 2015 included: • Membership Report • Membership Action Plan • Annual Members' Meeting Update • Members' Matters – Summer Edition
The Council is asked to:	Note the minutes of the meeting held on 9th June.
Submitted by:	Andrew Ryland, Chair of the Membership and Community Engagement Group and Public Governor for Runnymede.
Date:	September 2015
Decision:	For Noting

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

Membership and Community Engagement Group
9 June 2015

Management Meeting Room, St. Peter's Hospital
3.00 pm – 5.00 pm

PRESENT:	Brian Catt	BC	Public Governor - Spelthorne
	Andrew Ryland	AR	Public Governor – Runnymede (Chair)
	Michael Smith	MS	Appointed Governor – Woking Borough Council
	Danny Sparkes	DS	Public Governor - Runnymede
	Paul Darling-Wills	PW	Staff Governor – Allied Health Professionals
APOLOGIES:	Steve McCarthy	SM	Public Governor - Elmbridge
IN ATTENDANCE:	Giselle Rothwell	GR	Head of Communications
	Anu Sehdev	AS	Membership and Engagement Manager

MEG 19/15 **Minutes from Previous Meeting**

The minutes from the previous meeting held on 21 April 2015 were agreed as a correct record. The updated log was NOTED.

MEG 20/15 **Membership Report**

The Membership and Engagement Manager presented the Membership Report highlighting there had been a steady increase in membership over the last two months, but that 35 members had been lost with a large proportion of these being deceased.

The Membership and Engagement Manager was pleased to advise that two further Members' Events had been finalised and these were:

- Cardiovascular Services: Prevention and Treatment – 28th July 2015
- Dementia Services – 1st September 2015

It was considered that a message could be placed on Aspire mentioning the success of past Members' Event and asking whether specialties were interested in leading on an event in relation to their areas. Paul suggested that this message appear on several occasions to ensure most people had a chance to see it. **AS**

The Membership and Engagement Manager mentioned that she had sent an email to the Lead Gastroenterologist to follow up on Michael Smith's idea of holding a Members' Event on Gastroenterology. She advised that she was yet to hear back. Danny Sparkes suggested involving her daughter as she was an ileostomy patient and often shared her experience with organisations touching on how to life was after having an ileostomy procedure. Danny advised that Mr Humphrey Scott was her consultant and they both had strong links with the Surrey IA. **AS**

Michael advised how the Chief Executive had attended a meeting of the Woking Seniors Club, a group of 60-70 retired men and how apparent it was that she had a good rapport when speaking with the group. It was considered that a Members' Event with the Chief Executive leading may be worth considering and it was advised that she would be a prominent part of

the next Annual Members' Meeting in July.

The Group NOTED the report.

MEG 21/15 **Membership Action Plan**

The Membership and Engagement Manager presented the Membership Action Plan and highlighted that monthly emails to members continued to be a huge success in engaging with members. It was advised that the Spelthorne Careers Fair had been postponed to the following year but upon enquiring it was advised that there was an opportunity to visit schools to talk about careers in the NHS and at the same time recruit new members. The Membership and Engagement Manager had expressed an interest and was waiting to hear back.

Brian queried whether it was possible to suggest members forward electronic versions of Members' Matters to their circle of contacts. The Group felt that some receivers may find this annoying.

Danny advised that she always carried membership application forms with her so she could raise the subject of membership with anyone she came across.

Paul Darling-Wills highlighted to the group how some trusts utilised Facebook with regular updates on what was happening. Paul advised that he had become aware of this as he had a friend who worked for St George's and whenever she "liked" an item, it would automatically be forwarded to her "friends" on Facebook to access. The Group discussed whether this was in relation to a Facebook page being a public site or a closed group. The Head of Communications advised that the Trust did use Facebook and would investigate further. **GR**

The Head of Communications advised that her team was in the process of some rebranding work and part of this was to provide a standard signatory message at the end of emails which would include Facebook and Twitter information.

The Group NOTED the plan.

MEG 22/15 **Annual Members' Meeting Update**

The Membership and Engagement Manager advised that to date 70 people had booked a place at the next Annual Members' Meeting. The stands had now been finalised and included:

- Vital Pack and eMR
- Food tasting
- MEG and PEG
- Labkit
- Radio Wey
- Heartbeat
- Cancer Services

The main item for presentation was around the Early Support Discharge Scheme / Hospital at Home which would be about the evolution from early supported discharge to hospital at home.

MEG 23/15 **Members' Matters – Summer Edition**

The Head of Communications advised that she had spoken with the Chairman about this year's Annual Review. Previously this was a separate document around 12 pages long which was printed in colour just before the Annual Members' Meeting was due to take place. This was a costly exercise and hence the Head of Communications was looking to make a few changes to how this was produced. She proposed that the Annual Review be slotted into and be part of the next edition of Members' Matters. The Group agreed with this concept.

The Head of Communications further proposed that the monthly Aspire publication which went to staff was combined with Members' Matters and produced quarterly. This would allow for longer articles, for example A Day in the Life of…, focus on departments etc. This magazine would be appear more professional looking and in order to make this happen there would be pages available for external companies to advertise on and the money raised from advertising would go towards the production of the magazine. To this end, the Head of Communications had met with one company to talk through this proposal and was due to meet another. The company tasked with this work would be required to provide newspaper style branded racks so these magazines could be displayed prominently around the Trust.

The monthly members' bulletins via email would still continue and daily email bulletins to staff would continue with a further electronic weekly roundup produced in case items had been missed by staff during the week.

The Group discussed the electronic version of a magazine in this style and felt that it being lengthy may not work well.

Paul suggested applying for lottery funding to help with the production.

The Group discussed colour coding the magazine so it was easy to find certain types of articles/information. It was also suggested including a disclaimer in relation to any advertising in the magazine. The Head of Communications advised that there would be no inappropriate advertising in the magazine and it would need to appeal to both staff and members of the public. It was estimated that around 6,000 copies would be produced on a quarterly basis. Both Brian and Michael provided the Head of Communications with names of print companies.

MEG 24/15 **Any Other Business**

Brian raised his concern over the reduced bus service proposed by the company Abellio, namely the 557. He advised that the Spelthorne Governors had recently communicated with Spelthorne members via the Membership Office providing them with information on what was proposed and how to register their comments.

Michael raised his concern over the closure of two wards at Ashford Hospital. He was concerned because he had visited the Stroke Service provided at Ashford Hospital and it was an excellent service and he felt it was a disaster that this would no longer be provided. The Head of Communications advised that the ward closures did not include Chaucer Ward which provided the Stroke Service and also did not include Orthopaedic Rehabilitation provided on Dickens Ward. The ward closures were namely Fielding and Wordsworth wards which provided general rehabilitation. These wards were providing a service that was no longer

funded by the Clinical Commissioning Group (CCG) and the CCG had taken the decision to provide this service in the community.

Michael highlighted his concern that patients were often discharged to family members who did not have the capacity to meet the needs of their elderly relative and that families needed to be provided with information on where to seek advice and assistance. It was added that the CCG had commissioned a review of nursing homes and care in the community to include residential packages.

The Head of Communications advised that it was her endeavour to meet with the media to have an informal chat with them to describe the changes that would take place. It was added that it was the CCG which had the authority to make decisions on where certain services were provided for patients. Brian added that he was sure Spelthorne residents would be disgruntled with the changes as it would appear to them to be another service being taken away from their local hospital.

Michael raised the option of cancelling the next meeting in August and left it up to the Chair and Membership and Engagement Manager to decide. **AR/AS**

MEG 25/15 **Future Dates of Meetings for 2015**

Tuesday 17 November

All taking place in the Management Meeting Room at St Peter's Hospital from 3.00 – 5.00 pm.

Action log

KEY: ✔ Done ---- On track X Issue

Meeting Date	Minute Ref	Minute Topic	Action	Lead	Due Date	Update	
21.4.15	**MEG-15/15**	**Potential Membership Survey in A&E**	Highlight other options of receiving advice and treatment other than A&E in Members' Matters (Winter edition)	**GR**	27 Nov 2015		**ND**
09.06.15	**MEG-20/15**	**Membership Report**	Look at sending a message out on Aspire advertising the success of Members' Events and inviting specialties to participate.	**AS**	30 Sep 2015		
09.06.15	**MEG-20/15**	**Membership Report**	Invite Danny Sparkes' daughter to take part in a Gastroenterology Members' Event.	**AS**	30 Sep 2015		
09.06.15	**MEG-21/15**	**Membership Action Plan**	Investigate the increased utilisation of Facebook	**GR**	30 Sep 2015		
09.06.15	**MEG-24/15**	**Any Other Business**	Decide whether the August meeting was needed or whether it should be cancelled	**AR/AS**	1 Aug 2015	Complete	✔