

**Report from the Membership Recruitment & Engagement Committee**

|  |   |
|--|---|
| <b>Council of Governors</b>  | <b>Item: 9</b>                                  |
| <b>20<sup>th</sup> March 2019</b>  | <b>Enclosure: D</b>                             |
| <b>Purpose of the Report:</b><br>To provide the Council with a summary of discussion from the meeting of the Membership Recruitment & Engagement Committee held on 9 <sup>th</sup> July 2019.                                      |   |
| <b>For: Information</b> <input checked="" type="checkbox"/> <b>Assurance</b> <input checked="" type="checkbox"/> <b>Discussion and input</b> <input checked="" type="checkbox"/> <b>Decision/approval</b> <input type="checkbox"/> |   |
| <b>Sponsor (Executive Lead):</b>   | Susan Simpson, Director of Corporate Governance |
| <b>Author:</b>   | Susan Simpson                                   |
| <b>Author Contact Details:</b>   | Susan.simpson19@nhs.net<br>020 8934 2522        |
| <b>Recommendations:</b><br>Council members are asked to <b>note</b> the report from the Committee.   |   |

**Membership Recruitment & Engagement Committee**  
**Key Issues, Actions and Recommendations to the Council of Governors**  
**Committee meeting held on 9<sup>th</sup> July 2019**

|    | <b>Agenda item</b>                      | <b>Summary</b>   |
|----|---|--|
| 1. | <b>Committee Chairman</b>               | Paul Hide was confirmed as Chairman of the Committee.  |
| 2. | <b>Membership Recruitment Materials</b> | <p>A draft membership leaflet was circulated which included a new brand logo for Membership. The Head of Communications proposed that a variation on the leaflet be developed to tie in with other ways to get involved with the Trust, i.e. volunteering and Kingston Hospital Charity. The challenges of signing up new members whilst undertaking 'Governor Desks' were highlighted.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• as a priority, to create a much simpler membership recruitment form which can be completed with the essential details quickly.</li> <li>• to develop the leaflet with the working party to incorporate all ways in which the public can get involved with the Trust.</li> <li>• to circulate information on membership recruitment gathered at a recent Governor Focus event to the Committee after the meeting.</li> </ul> |
| 3. | <b>Governor Engagement and Feedback</b> | <p>Statistical data recorded on Governor Engagement forms was discussed. The guidance for governors and governor feedback forms had been revised by members of the Governors Quality Scrutiny Committee and the Membership Recruitment &amp; Engagement Committee was asked to comment on the revised versions as relevant to the Committee's role. As the data had indicated numbers of completed membership forms appeared to be low, it was suggested that the feedback form should include a means of recording why people did not take up the opportunity to become members.</p> <p>Action: to amend the feedback form as suggested.</p>  |
| 4. | <b>Feedback from Committee Members</b>  | Members gave verbal reports on engagement activity undertaken since the last meeting. The Chairman accepted an invitation to speak at a committee meeting of Elmbridge Borough Council on behalf of the Trust. A recent recording for Korean TV by the Chairman would be available to view shortly.  |
| 5. | <b>Workplan 2019/20</b>                 | <p>The Committee's work for the coming year had been plotted against the duties defined in the Committee's terms of reference. After discussion, it was agreed that the objectives of the Committee could be more clearly defined as:</p> <ul style="list-style-type: none"> <li>• to achieve net annual membership growth.</li> <li>• to achieve broader representation in the membership.</li> <li>• to enhance the active engagement of current members with the Trust.</li> </ul> <p>Actions:</p> <ul style="list-style-type: none"> <li>• to agree the key performance indicators that this Committee will review at each meeting.</li> <li>• to seek agreement from the Council of Governors to amend the</li> </ul>   |

|  |  |  |
|--|--|--|
|  |  | <p>Committee's terms of reference as outlined above.</p> <ul style="list-style-type: none"><li>• to plan the Committee's work for 2019/20 on the basis of the new objectives.</li></ul> <p><b>The Council of Governors is asked to approve the amended terms of reference as shown overleaf.</b></p> |
|--|--|--|

# **Governors' Membership Recruitment and Engagement Committee**

## **Terms of Reference**

### **1 AIM / PURPOSE**

To support the Trust in growing and developing the membership, improving diversity of membership and facilitating communication between governors, members and the local community.

### **2 OBJECTIVES**

- 2.1 To achieve net annual membership growth.
- 2.2 To achieve broader representation in the membership.
- 2.3 To enhance the active engagement of current members with the Trust.
- 2.4 To report on matters to the Council of Governors' meetings.

### **3 COMMUNICATION**

The committee will receive reports and action plans as required on the areas under discussion.

### **4 PERMANENCY**

The Committee is a permanent Committee of the Council of Governors, subject to an annual review.

### **5 MEMBERSHIP (To include nominated deputies where appropriate)**

- 5.1 The Committee shall comprise of no more than twelve Governors, one of whom will Chair the meeting.
- 5.2 Of the twelve governors who are members of the Committee, there must be at least one staff, one public, and one appointed Governor.
- 5.3 Meetings are open to all other Governors as observers.  
Other members of the Executive will attend on invitation of the Chair.
- 5.4 Membership will be reviewed annually

### **6 APPOINTMENT OF CHAIR**

- 6.1 The Committee Chairman will be elected from amongst the committee's members by secret ballot and a simple majority. In the event of a tied vote or disputed outcome, the Council of Governors shall decide.
- 6.2 The appointment as Chairman of the Committee shall be effective for two years or (if earlier):
  - i. Until that person resigns the position of Committee Chairman by giving notice to the Trust Chairman in writing; or
  - ii. Until that person is removed from the position of Committee Chairman by a resolution passed by three quarters of the remaining governors on the Committee;
  - iii. Until that person ceases to be a member of the Council of Governors.
- 6.3 A governor may serve two consecutive two year terms as Committee Chairman, following which a period of two years must elapse before that Governor is eligible for re-election as Chairman of this Committee.
- 6.4 Time served as Chairman of another of the Council's Committees will not count

towards a governor's term of office as Chairman of this Committee.

**7 QUORUM**

A quorum of four Governors is required to be present to enable the Committee to undertake its function.

**8 ATTENDANCE**

Members will be required to attend minimum of 50% of the meetings per financial year.

**9 PAPERS**

Distributed 1 week prior to meeting.

**10 FREQUENCY OF MEETINGS**

To meet at least three times per annum.

**11 REPORTING LINES**

The group will provide reports to the Council of Governors after each meeting.

**12 ACCOUNTABLE TO**

The Council of Governors.

**13 SECRETARIAT SUPPORT**

To be provided by the Director of Corporate Governance as the internal lead for the Committee.

**14 OPENNESS**

Minutes to be made available by the secretariat.

**15 EFFECTIVENESS OF THE COMMITTEE/GROUP**

The effectiveness of the Committee will be reviewed annually by the Committee and reported to the Council of Governors.

**16 REVIEW OF TERMS OF REFERENCE**

The Terms of Reference will be reviewed annually by the Committee and the Council of Governors.

**17 MONITORING**

Compliance with these terms of reference will be monitored by the committee / group

As part of the annual review of the terms of reference.

Date Approved: 20<sup>th</sup> March 2019

Approved By: Council of Governors

Reviewed: July 2019

Next Review Due: July 2020