

Report from the Membership Recruitment & Engagement Committee

Council of Governors	Item: 8
20th March 2019	Enclosure: E
Purpose of the Report: To provide the Council with a summary of discussion from the meeting of the Membership Recruitment & Engagement Committee held on 13 th March 2019.	
For: Information <input checked="" type="checkbox"/> Assurance <input checked="" type="checkbox"/> Discussion and input <input checked="" type="checkbox"/> Decision/approval <input type="checkbox"/>	
Sponsor (Executive Lead):	Susan Simpson, Director of Corporate Governance
Author:	Susan Wheeler
Author Contact Details:	susan.wheeler7@nhs.net 020 8934 3846
Recommendations: Council members are asked to note the report from the Committee.	

Membership Recruitment & Engagement Committee
Key Issues, Actions and Recommendations to the Council of Governors
Committee meeting held on 13th March 2019

	Agenda item	Summary
1.	Communications & Engagement Strategy	<p>The Committee discussed and provided comment on the latest draft of the strategy, due for final approval by the Trust Board on 27th March 2019. Notable points were:</p> <ul style="list-style-type: none"> • Appreciation from group that members and governors have been considered throughout the strategy • Agreement on the trust's key target audiences identified – with patients being seen as the most important alongside staff • New substantive Head of Comms (Rebecca Kingdom-Kruszewski) due to start in May and will carry forward and develop the priorities into clear actions for delivery – already in development • These will identify the comms team's KPIs and help evaluate delivery against objectives – these to be shared with the Committee further down the line
2.	Membership Report	<p>The committee noted the current position on membership and received the membership report. Agreed that a key action is to implement activities that can grow net membership levels.</p>
3.	Membership Recruitment Materials	<p>Members were pleased with the examples presented and commented on overall content and proposed layout of the draft membership section of the Trust's webpage, including the link to a new electronic Application Form and Members Portal. Comments and suggestions were also received on the new paper application form. Requests that more prominence be given to member benefits and how membership can support both the local community and the hospital. The new website is due to be launched at the end of April 2019.</p> <ul style="list-style-type: none"> • Agreement was made that a small workgroup (Paul Hide, Jack Saltman and Richard Allen) be formed to finalise and agree content for the website and application form to ensure quick turnaround.
4.	Governor Engagement	<ul style="list-style-type: none"> • Request from Governors to produce a template/guide to assist with membership recruitment in the community. • A key issue identified was a lack of member representation from ethnic groups.
5.	Feedback from members	<p>Feedback on individual governor engagement activities shared with group. Special note that the Director of Workforce attended an Elmbridge PPG meeting which was facilitated by Jack Saltman.</p>
6.	Committee Membership and Chairman	<p>The committee received the Membership and Chair report from Sian Bates. Nominations for the group's new Chair will be sought after the next CoG but it is noted that Paul Hide, Elected Governor for Sutton, has put himself forward for nomination.</p>
7.	Workplan 2019	<p>The workplan was noted with a request for more detail around the forward plan and future actions/ activities.</p>

