

**Member and Engagement Plan  
for the Council of Governor Elections, November 2020**

<b>Council of Governors</b>	<b>Item: 9</b>
<b>2<sup>nd</sup> July 2020</b>	<b>Enclosure: C</b>
<b>Purpose of the Report:</b> To provide the Council of Governors with a proposed engagement plan of activities for the Council of Governor Elections in November 2020.	
<b>For: Information</b> <input type="checkbox"/> <b>Assurance</b> <input type="checkbox"/> <b>Discussion and input</b> <input type="checkbox"/> <b>Decision/approval</b> <input checked="" type="checkbox"/>	
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<b>Recommendations:</b>  The Council of Governors is asked to note the content of member and public engagement plan leading up to the Governor Elections in November 2020.	

**MEMBER AND PUBLIC ENGAGEMENT PLAN  
FOR COUNCIL OF GOVERNOR ELECTIONS IN NOVEMBER 2020**

Kington Hospital Governor Elections are due to be held in November this year, with 14 elected seats (pending conclusion of discussion on the Constitution of the Council of Governors) becoming available due to a number of Governors coming to the end of their term of office. Constituency vacancies will be in Kingston, Richmond, Elmbridge, Wandsworth, Merton, Sutton, Rest of Surrey + Greater London, and Staff Governors (Allied Healthcare Professionals, Management Admin and Clerical and Nursing & Midwifery).

As is normal practice, we have contracted an external agency to manage the nominations and balloting stages. For your information, below is the timeline of activities during the elections.

<b>ELECTION STAGE</b>	<b>Minimum 41 Day</b>
Trust to send nomination material and data to CES	Monday 14 Sep 2020
Notice of Election / Nomination open	Monday 28 Sep 2020
Nominations deadline	Tuesday 13 Oct 2020
Summary of valid nominated candidates published	Wednesday 14 Oct 2020
Final date for candidate withdrawal	Friday 16 Oct 2020
Electoral data to be provided by Trust	Tuesday 20 Oct 2020
Notice of Poll published	Friday 30 Oct 2020
Voting packs despatched	Monday 2 Nov 2020
Close of election	Friday 20 Nov 2020
<b>Declaration of Results</b>	<b>Monday 23 Nov 2020</b>

The Member and Public Engagement Plan overleaf has been developed by the Communications Team with input from members of the Membership Recruitment & Engagement Committee. The objectives of the plan are:

- to encourage the public to become members of the Foundation Trust.
- to encourage existing and new members to stand for election to the Council of Governors.
- to encourage members to vote in the elections.

The Council of Governors is asked to note the content of member and public engagement plan leading up to the Governor Elections in November 2020.

<b>Timeline</b>	<b>Objective: To encourage the public to become members</b>	<b>Objectives: To encourage existing and new members to stand for election to the Council of Governors To encourage members to vote</b>
<b>July</b>	<ul style="list-style-type: none"> <li>• Reinstate automatic enrolment of volunteers as FT Members (with opt out option as for staff).</li> <li>• Create short films encouraging people to sign up as members (for use on website / social media).</li> <li>• New Trust website to launch in July, which will include an enhanced membership information section – making it as easy as possible to enrol as a member / use of social media to direct people to the page.</li> <li>• Share content with Kingston &amp; Richmond Communications and Engagement Group to support us to recruit members (members to use their channels to help us promote).</li> <li>• Review list of local events that we had planned to attend (with a focus on membership recruitment) to see whether any are continuing as virtual events.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop short videos featuring public and staff governors to be used across multiple platforms (with the intention of using these later as publicity for the work of the CoG).</li> <li>• ‘Meet the governor’ Q&amp;A feature in membership newsletter, with details of the governor elections and how members can be involved (either by standing for election or voting).</li> <li>• Share content with Kingston &amp; Richmond Communications and Engagement Group to encourage members to stand for election (members to use their channels to help us promote)</li> <li>• Include regular messages in our daily email bulletins to staff.</li> <li>• Develop nomination materials.</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• Share content with Kingston &amp; Richmond Communications and Engagement Group to support us to recruit members (ask local authorities to include content in community newsletters).</li> <li>• Press release to local media.</li> <li>• Ask Healthwatch / CCG to use their networks to encourage people to sign up.</li> <li>• Promote membership through GP newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflet mailed to membership database with election information and dates.</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• Use of social media to encourage people to sign up as members.</li> <li>• Promote membership at hospital AGM.</li> <li>• Promote membership through GP newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>• Governor election information event (virtual)</li> <li>• Promote at hospital AGM</li> <li>• Nomination material sent to election contractor.</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• Use of social media to encourage people to sign up as members.</li> <li>• Promote membership through GP newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>• Share nominations with members</li> <li>• Reminders about voting to go out through newsletter</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Publicise successful appointments, using the opportunity to publicise the work of the CoG.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicise successful appointments, using the opportunity to publicise the work of the CoG.</li> </ul>