

Report from the Membership Recruitment & Engagement Committee

Council of Governors	Item: 9
17th March 2020	Enclosure: D
Purpose of the Report: To provide the Council with a summary of discussion from the meeting of the Membership Recruitment & Engagement Committee held on 20 th February 2020.	
For: Information <input checked="" type="checkbox"/> Assurance <input checked="" type="checkbox"/> Discussion and input <input checked="" type="checkbox"/> Decision/approval <input type="checkbox"/>	
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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 20th February 2020

	Agenda item	Summary
1.	Committee membership	Terry Silverstone was approved as a member of the Committee. This takes the number of members to 8.
2.	Communications Department Update	Tara Ferguson-Jones (Head of Communications) updated the Committee on current and planned operations within the Communications team. Amy Bernard would start her new role as External Communications Manager from 24 th February 2020. The Committee had been frustrated by a lack of measurable communications and engagement activity and welcomed the new appointment. However, the most important message from the Committee was the need for demonstrable progress, which was acknowledged by the Trust.
3.	Membership Recruitment Materials	An easy read version of the membership form was reviewed. Further comments were to be fed back before finalisation of the form by Friday 28 th February 2020. Discussion took place on linking FT membership more closely with volunteering.
4.	Governor Engagement and Feedback	The Committee reviewed analysis of trend data for FT membership over the past five years, noting that there was little movement in any category. The objective to grow net numbers remained a key target.
5.	Membership & Engagement Strategy	The Committee summarised achievements on membership and engagement in 2019-20: <ul style="list-style-type: none"> • The new Membership Form and Easy Read Membership Form. • E-Buzz newsletter development and Editorial Board. • How the Governors had used the Engagement Desks • Improved feedback mechanism which has fed into service improvement Patient information screen upgrades, including Governor photographs and membership promotion. • Appointment of new membership-focused communications manager.
6.	Recruitment of New Governors	The Committee discussed how best to encourage new members to join with a view to election to the Council of Governors, particularly with a view to increasing the diversity of the Council.
7.	Work Plan	The next meeting of the Committee will be on 7 th July 2020. Governors agreed to think about ideas for the Annual Members Meeting on 10 th September 2020.