

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

<b>Council of Governors</b>	<b>Item: 9</b>
<b>21<sup>st</sup> January 2020</b>	<b>Enclosure: F</b>
<b>Purpose of the Report:</b> To provide the Council with a summary of discussion from the meeting of the Membership Recruitment & Engagement Committee held on 26 <sup>th</sup> November 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"/>	
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<b>Recommendations:</b> 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 26<sup>th</sup> November 2019**

	Agenda item	Summary
1.	<b>Membership Recruitment Materials</b>	<p>The newly printed Membership Recruitment form was received. Copies are available from the Communications Office in Davies Wood House. A new brand logo for KHFT Membership had been developed. The Committee still has as an action the request to look at more accessible and easy read versions.</p> <p>The Committee also discussed the membership recruitment activities for the following 6 months, including the launch of e-Buzz. A number of suggestions were made of ways in which staff and volunteers could be encouraged to suggest news stories. Recruitment of a Stakeholder Communications Manager was under way and expected to conclude by the end of January 2020.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Governors to seek feedback on the new membership form when distributing it.</li> <li>• Research other trusts' easy read membership forms and consider how best to apply best practice.</li> </ul>
2.	<b>Governor Engagement and Feedback</b>	<p>Members of the Committee fed back on ways in which they had been promoting membership and conveying news about activities of the Trust.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Communications team to look at opportunities to promote membership at student nurse induction.</li> <li>• Communications team to consider potential 'onsite' performance engagement opportunities using local population groups.</li> </ul>
3.	<b>Membership &amp; Engagement Strategy</b>	<p>The Committee discussed the latest Membership Statistics and considered how they would want to use the data in future.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Data report to be developed for the next meeting so as to provide a trend analysis; trends on leavers/joiners and baseline data against which to measure improvement.</li> <li>• Members of the Committee to attend Raynes Park Centre to speak to Korean community and attend the Korean school to generate interest about Trust activities.</li> <li>• Committee Chair and Communications team to work on creating a programme of health talks.</li> </ul>
4.	<b>Workplan 2019/20</b>	<p>The agenda for the next meeting on 13<sup>th</sup> February 2020 will include:</p> <ul style="list-style-type: none"> <li>• Membership Engagement Strategy: Membership data and trends; track whether the new membership form is making a difference to membership numbers; evidence that the Trust is delighting its existing members; obtain more metrics following the launch of the new website; consider more 'measureable' / realistic membership number targets and agree KPIs.</li> <li>• Content of the Membership section of the Annual Report 2019/20.</li> </ul>