

## Report from the Membership Recruitment & Engagement Committee

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| <b>Council of Governors</b>   | <b>Item: 10</b>  |
| <b>10<sup>th</sup> May 2021</b>   | <b>Enclosure: D</b>  |
| <b>Purpose of the Report:</b><br>To provide the Council of Governors with a summary of discussions from the meeting of the Membership Recruitment & Engagement Committee, held on 20 <sup>th</sup> April 2020.          |  |
| <b>For: Information</b> <input checked="" type="checkbox"/> <b>Assurance</b> <input checked="" type="checkbox"/> <b>Discussion and input</b> <input type="checkbox"/> <b>Decision/approval</b> <input type="checkbox"/> |  |
| <b>Sponsor (Executive Lead):</b>  | Sam Armstrong, Director of Corporate Affairs and Trust Secretary |
| <b>Author:</b>  | Sam Armstrong, Director of Corporate Affairs and Trust Secretary |
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| <b>Recommendations:</b><br>Council members are asked to note the report.  |  |

**Membership Recruitment & Engagement Committee  
Meeting held on 20<sup>th</sup> April 2021**

|    | <b>Agenda item</b>                              | <b>Summary</b>   |
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| 1. | <b>Committee Purpose and Terms of Reference</b> | Sam Armstrong presented a summary of the role of the MREC for the benefit of new members, and acknowledged the progress and outcomes that had been achieved through the work of the Committee. The Committee noted its terms of reference.   |
| 2. | <b>Membership and Engagement Strategy</b>       | <p>Susan Wheeler presented the current membership statistics.</p> <p>Isabella Donnelly reported that the Richmond governors had met and drawn up an initial list of community stakeholder groups that could be targeted as key strategic partners in raising awareness and increasing Kingston Hospital membership. It was a work in progress and would be reviewed further in due course.</p> <p>The Committee discussed digital communication channels that could be used to increase membership of KHFT. It was noted that Governor Desks were still on hold.</p>   |
| 3. | <b>Trust Website Update</b>                     | Tara Ferguson-Jones gave a presentation on the Trust website updates and the Committee provided suggestions and comments. The communications team agreed to strengthen the research and development section of the website. The Committee acknowledged the significant progress and thanked the team for their work improving the website.   |
| 4. | <b>Future Health Talks</b>                      | Amy Bernard reported that face-to-face Health Talks had been put on hold due to the pandemic. The first virtual Health Talk, 'the Road to Recovery from Covid-19 and the Effects from Long Covid', had taken place in December 2020. There had been a relatively low turn-out, however, a recording of the event online had had over 70 views. After receiving feedback, the Trust decided to create the next Health Talk as a podcast, which had been recorded and was to be uploaded on the Trust website. Olivia Arney noted that podcasts were an effective medium for younger people. More podcasts are planned and the communications team will keep governors up to date on progress. |
| 5. | <b>Membership Recruitment Plan</b>              | Amy Bernard presented key points of the Membership Recruitment Plan. Tara Ferguson-Jones agreed to investigate the possibility of promoting membership, volunteering and charity activities together, and also to explore setting membership number targets. The Committee discussed ideas to promote and recruit members to the Trust.  |
| 6. | <b>Work Plan</b>                                | The Committee noted the work plan and that it would be reviewed by Jack Saltman and Sam Armstrong in due course.   |
| 7. | <b>AoB</b>                                      | It was noted that Bonnie Green was no longer a member of the E-Buzz editorial group. Isabella Donnelly agreed to step into the role and joins Jack Saltman on the group.   |