

<b>Council of Governors</b>	<b>Item: Report from the Membership Recruitment &amp; Engagement Committee</b>
<b>12<sup>th</sup> October 2021</b>	<b>Enclosure: D</b>
<b>Purpose of the Report:</b> 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> July 2021.	
<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
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<b>Recommendations:</b> The Council of Governors are asked to note the report.	

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

	<b>Agenda item</b>	<b>Summary</b>
1.	<b>Update on Recruitment of Younger Members</b>	<p>Tara Ferguson-Jones provided background to the Trust's current focus on recruiting younger members. This was an area supported by Olivia Arney's input and willingness to assist the recruitment process.</p> <p>Olivia Arney gave a presentation on the plan to create membership awareness with younger people. The plan included working with the Comms Team to develop promotional content, with the aim of broadening the reach to sixth form colleges, charities and relevant organisations. A pilot campaign was being developed and Olivia had discussed membership awareness development with the Kingston &amp; Richmond Youth Council.</p> <p>Olivia Arney was thanked for her work and presentation, and the Committee offered support to progress recruitment of younger members to the Trust.</p>
2.	<b>Health Talks</b>	<p>Amy Bernard provided an update on recent Health Talks. A recording of the Health Talk 'the Road to Recovery from Covid-19 and the Effects from Long Covid', was uploaded onto the Trust's medial channels and (as of 20<sup>th</sup> July 2021) there had been 122 downloads.</p> <p>Health Talks on dementia and diabetes had been planned.</p>
3.	<b>Membership Recruitment Material</b>	<p>Amy Bernard presented the new poster and business card, produced to help generate support for the Trust through its membership, Kingston Hospital Charity and the Volunteering Department. Isabella Donnelly was thanked for her contributions to this as well as Kingston Hospital Charity and the Volunteering Department for their involvement.</p>
4.	<b>Membership Engagement and Strategy</b>	<p>Sam Armstrong presented the current membership statistics, which had not altered greatly since the previous meeting. It was noted that membership numbers had held up well during the pandemic and it was hoped could be increased as restrictions are reduced.</p> <p>A discussion took place regarding setting membership target figures and a proposal would be brought back to the next meeting.</p>
5.	<b>Work Plan</b>	<p>The Committee noted the work plan. Committee members were reminded that they could propose future items to be added to it.</p>
6.	<b>AoB</b>	<p>A discussion took place regarding membership incentives and further work would be conducted.</p>