

## Report from the Membership Recruitment & Engagement Committee

<b>Council of Governors</b>	<b>Item: 11</b>
<b>5<sup>th</sup> July 2022</b>	<b>Enclosure: F</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 26 <sup>th</sup> April 2022.	
<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 26<sup>th</sup> April 2022**

	<b>Agenda item</b>	<b>Summary</b>
1.	<b>Health Talks Update</b>	Amy Bernard provided an update on recent Health Talks. There has now been podcasts on improving health and dementia, and the latest podcast, on diabetes, had been recorded and was to be released as part of diabetes week.
2.	<b>Increasing Membership Engagement</b>	The Committee received a paper on increasing membership engagement, which discussed topics related to a membership survey, and various events and activities that could be undertaken.  A working group to review and develop a membership strategy was agreed with Bonnie Green, Isabella Donnelly, and Rebecca Wilkinson forming the membership with Sam Armstrong to assist. It would present a new membership strategy to the Council of Governors for approval in due course.
3.	<b>Young Members' Schools Campaign</b>	The Committee viewed a film, which provided insight into the wide-ranging careers on offer in health and care as a way of reaching those who may be interested in future careers in this area. It was produced for showing in schools and to younger people. Olivia Arney presented in the film, which was well received. The Committee provided feedback, which would be incorporated into the final version.
4.	<b>Membership Statistics Update</b>	The Committee received the latest membership figures and noted the steady numbers.
5.	<b>Membership Recruitment Materials</b>	The Committee was reminded of the publicity material already produced. These included poster and pocket sized, business cards, and branding designed to help generate support for the three areas: membership, charity and volunteering.  In addition to physical outputs, the Trust was enhancing its online presence through the Trust website, social media channels and internal communications to staff, and patients /visitors on the digital screens across the hospital waiting areas.
6.	<b>Members of the Committee</b>	Bonnie Green and Rebecca Wilkinson agreed to become members of the Committee.
7.	<b>Work Plan</b>	The Committee noted the work plan.
8.	<b>AoB</b>	There was no other business.