

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

REPORT TO:	COUNCIL OF GOVERNORS MEETING – 14 JANUARY 2014
SUBJECT:	REPORT FROM THE COMMUNICATION AND MEMBERSHIP COMMITTEE
REPORT FROM:	COMMITTEE CHAIR
PURPOSE:	Information/Discussion

SUMMARY OF COMMITTEE ACTIVITY:

The Communication and Membership Committee has continued the task of reviewing and developing the plan, drawn from the Trust's Membership Strategy, for future communication and membership engagement initiatives. The Committee tests and reviews the effectiveness of each initiative. It is now beginning to review the Strategy itself in conjunction with the Communications Department and will be having a substantive debate at its February meeting.

TERMS OF REFERENCE

The Committee has reviewed the results it has achieved, the communication and engagement infrastructure that is now in place, and its forward work programme, and has concluded that its meeting frequency can and should be changed from monthly to two-monthly. **The CoG is invited to approve this change to the Committee's terms of reference – which specify meeting frequency.**

MEMBERSHIP ENGAGEMENT EVENTS

The membership engagement programme, developed by the Committee and approved by the CoG, involves:

- A "Meet the Governor" event each month in one of the 5 hospitals
- Governor attendance at the Trust-organised Health Roadshows (9 events in 2013)
- Governor presentations to outside organisations and groups (one per quarter)
- Other ad hoc events.

This is a significant programme and fully reflects levels and types of activity in other Foundation Trusts.

The programme for 2014 has mostly been populated and has been circulated to the CoG. As ever, the challenge is for individual Governors to support the programme by attending events – in line with the collective commitment we have all given via the Council. A brief to support the "Meet the Governor" events will be issued separately.

At its last meeting, the **Strategic Committee** concluded that all Governors should be encouraged to attend the public meetings organised as part of the Consultation on Outpatient Services – and asked **this** Committee (given its lead role in membership and public engagement) to reflect on this and include a reference in its report to the CoG. In both Committees, members felt that it would be sensible for the CoG to consider how Governors can best engage at those meetings, bearing in mind their commitment to listen to members' and the wider public's views, and to represent their interests, and their involvement in the detailed discussions that have taken place between the CoG and the Trust over the past year. **The CoG is invited to consider this.**

NEWSLETTER

The deadline for Governors to submit articles for inclusion in the February edition of "Your Hospital" is 14 January. Detailed guidance on the process for developing and submitting articles was issued in September, and deadline reminders have been issued since then. The Committee has agreed and submitted an article that details the extent of Governor engagement with the membership and wider public over the past year.

TRUST WEBSITE

The Committee has undertaken a further, planned, review of the Governor/membership pages of the Trust website, and concluded that:

- In line with developments within the Trust, and elsewhere, the objective should be a more interactive approach with the membership – sharing **and** receiving information and comment
- Building on the "tick-box" surveys that are now running successfully, the next step should be a provision for narrative comments to be submitted by members (and the wider public)
- Governors need to be directly involved in the maintenance of the information on the membership pages and to manage directly a mechanism to monitor and moderate such narrative feedback, and to process replies
- This will require up to daily activity and should be covered by all elected Governors on a weekly rota (each Governor covering this at least two weeks a year)
- Given the significant challenges presented by **this** activity, no further consideration should be given at this stage to Governors' use of Facebook or Twitter, which require even more immediate attention.

The CoG is invited to consider and approve this possible approach, noting particularly the time commitment that will be required from all Governors.

The CoG has previously approved the inclusion of Governor-initiated surveys on the website, and the second one – on staff uniforms – is now live. A third is planned on (current) Outpatient services. There is clearly a potential overlap with the work of other Committees, especially the Patient and Staff Experience Committee, so all draft surveys will be copied to other Committee Chairs for comment as part of the development process. The (C&M) Committee has also agreed that all draft surveys should be reviewed by the relevant Trust Director.

Other Committees, and individual Governors, are also invited to submit ideas for surveys to the (C&M) Committee.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 January 2014

Constituency	Public 01 January 2014	Public 01 December 2013	Public 01 January 2013
Ashford	1070	1068	1008
Canterbury	3173	3192	3052
Dover	1333	1332	1211
Shepway	920	918	872
Swale	590	587	545
Thanet	2057	2058	1824
Rest of England and Wales	1891	1885	1838
Total Public	11034	11040	10350
Staff	6977	7126	7176
Total Membership	18011	18166	17256

The Committee has raised with the Trust a question and suggestion relating to the Awareness Events that support the Governor Election process. The outcome is a proposal that, in future, a specific invitation will be issued to local constituency Governors (not standing for re-election) to attend and provide a brief report on the work of the CoG (as a whole and locally) and explaining the CoG's "independence". **The CoG is invited to approve this proposal.**

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Begin review of Membership Strategy – February 2014
- Review of membership profile, focussing on ethnicity – February 2014
- Review impact of new website platform on opportunities for Governor/membership pages of Trust website – February 2014
- Finalise website survey on Outpatients - February 2014
- Finalise website surveys on Transport and Clinical Research – April 2014
- Review scope for one-off multi-agency Stroke Roadshow – April 2014
- Consider scope for adding Trust's Spring and Autumn Patient/Public Engagement events to Governors' membership engagement programme – December 2014

COUNCIL OF GOVERNORS ACTION REQUIRED:

To note the report, and:

- Consider/approve the proposed change to the Committee's terms of reference
- Consider the role of Governors in the Outpatient Services Consultation events
- Consider/approve the proposals for more interactive Governor/membership pages on the Trust's website
- Consider/approve the proposal for Governor involvement in future (Election) Awareness events.

To comment on the Committee's intended future work plans.