

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

REPORT TO:	COUNCIL OF GOVERNORS MEETING – 10 MARCH 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 April meeting.

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
- Governor presentations to outside organisations and groups (one per quarter)
- Other ad hoc events.

The programme for 2014 has mostly been populated and circulated to the CoG. Several events currently have very limited Governor sign-up. If the programme, and these individual events, are to remain viable, your active support is essential. It would be helpful if individual Governors could confirm attendance as early as possible in the year.

I – or other Committee members - would be very happy to meet those Governors who are new to the Trust to explain the programme and discuss (ie encourage!) their involvement.

NEWSLETTER

Governors have submitted 9 articles for the February edition of "Your Hospital" and the Committee would like to thank contributors for their efforts. The newsletter will be published shortly. The deadline for copy for the July edition is 2 June.

TRUST WEBSITE

The Committee reported the outcome of its further, planned, review of the Governor/membership pages of the Trust website to the January CoG meeting. The report explained the potential for a more interactive approach with the membership via the pages – and recommended it - but explained that this would require significant Governor involvement. The CoG asked for more detail on the extent of the requirement. The Committee's conclusions and recommendations are:

- All elected (public and staff) Governors should be involved in checking the website each day for comments and questions posted by Trust members or members of the public
- A rota should be established with each Governor undertaking this task for a week at a time (with each Governor therefore covering roughly two weeks a year)
- Up to (an average of) half an hour a day would be needed for the task
- Clear protocols would need to be established for handling the different sorts of comments and questions that might be received, with some needing to be referred to various Trust staff for action.

The CoG is invited to consider if it wishes to pursue this approach. In doing so, colleagues should note that any changes (in approach) would not be a prospect for the immediate future. They depend technically on wider developments and enhancements of the website which are currently a work in progress.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 March 2014

Constituency	Public 01 March 2014	Public 01 February 2014	Public 01 March 2013
Ashford	1082	1082	1029
Canterbury	3182	3180	3104
Dover	1341	1334	1233
Shepway	941	932	878
Swale	599	594	548
Thanet	2069	2067	1872
Rest of England and Wales	1894	1892	1859
Total Public	11108	11081	10523
Staff	6958	6973	7146
Total Membership	18066	18054	17669

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Begin review of Membership Strategy – April 2014
- Review of membership profile, focussing on ethnicity – April 2014
- Continuing review of impact of new website platform on opportunities for Governor/membership pages of Trust website – Up to June 2014
- Finalise website survey on Transport – April 2014
- Review scope for one-off multi-agency Stroke Roadshow – June 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 proposal for more interactive Governor/membership pages on the Trust's website

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