

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

REPORT TO: COUNCIL OF GOVERNORS MEETING – 9 MAY 2014

SUBJECT: REPORT FROM THE COMMUNICATION AND MEMBERSHIP COMMITTEE

REPORT FROM: COMMITTEE CHAIR

PURPOSE: INFORMATION/DISCUSSION

SUMMARY OF COMMITTEE ACTIVITY:**CONTEXT**

The Communication and Membership Committee continues 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.

REVIEW OF TERMS OF REFERENCE AND COMMITTEE CHAIR

The Committee has reviewed its terms of reference (attached) and proposes changes to 1) underline the Committee's responsibility for developing proposals for engaging not just with the Trust membership but also the wider public and 2) remove the potentially misleading reference to the Committee's responsibility for production of the Membership Magazine. The Committee has also agreed, in the absence of any other nominations, that Brian Glew will remain as Chair for a further year.

MEMBERSHIP STRATEGY

The Committee has begun the task of reviewing the Strategy itself in conjunction with the Communications Department. Its initial conclusion is that the Strategy remains fully fit for purpose, but has identified some scope for revision to reflect the Committee's latest priorities, objectives and direction of travel, as approved by the Council. The review will continue at the June meeting.

MEMBERSHIP ENGAGEMENT EVENTS

The continuing 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.

As ever, Governors are asked to play their part in delivering this programme, and to confirm attendance as early as possible in the year.

NEWSLETTER

The Spring edition has now been distributed. An updated guidance note on the preparation and submission of articles will be issued shortly, primarily for the benefit of new Governors. The deadline for articles for the next edition is 2 June.

TRUST WEBSITE

The Committee welcomes the Council's agreement in principle – given at the March meeting – to its proposals for a more interactive membership section of the Trust website. In the absence, though, of a practical commitment from all Governors to take part in a rota for managing feedback, and given the inability at this stage for this work to be done remotely (ie from home computers) the Committee proposes to defer work on this initiative until necessary IT developments have taken place. The Committee will be receiving a presentation from the Trust's IT specialists at a near future meeting.

The website survey on Outpatients is being finalised and planning is under way on the next survey – covering transport.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 May 2014

Constituency	Public 01 May 2014	Public 01 April 2014	Public 01 May 2013
Ashford	1086	1094	1030
Canterbury	3149	3190	3098
Dover	1346	1354	1253
Shepway	942	947	880
Swale	587	600	551
Thanet	2084	2093	1878
Rest of England and Wales	1888	1896	1868
Total Public	11082	11174	10588
Staff	6958	7013	7137
Total Membership	18040	18187	17695

The Committee has undertaken its planned review of the latest detailed membership analysis. There are issues around the reliability of the available information because many applicants do not complete the relevant boxes covering gender and ethnicity. Nonetheless the Committee is considering the potential for developing future engagement activity to focus more closely on specific sections of the community.

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Continue review of Membership Strategy – June 2014
- Continuing review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – From June 2014
- Finalise website survey on Transport – June 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 comment on the Committee's intended future work plans.