

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

REPORT TO:	COUNCIL OF GOVERNORS MEETING – 7 JULY 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.

MEMBERSHIP STRATEGY

The Committee has begun the task of reviewing the Strategy itself in conjunction with the Communications Department, but competing pressures on Governors and the Department have delayed substantive progress. The initial conclusion is that the Strategy remains fully fit for purpose, but there is 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 August 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. Arrangements for the Summer round of Trust Health Roadshows have unfortunately had to be revised. Mandy Carliell has written to all Governors about this.

NEWSLETTER

The deadline for the Summer edition of "Your Hospital" has now closed and publication is expected around the end of July. Far fewer articles have been produced by Governors, The Committee is grateful to those colleagues who **have** submitted items, but is disappointed that the momentum previously established has not been maintained. Members, and the public generally – at least those who are on-line - have access to all the latest information about the Trust via "Trust News On-Line". The newsletter is, therefore, primarily a vehicle for **us, as Governors**, to communicate directly with the members. A failure to generate articles will undermine the purpose and viability of the newsletter.

The Committee would welcome renewed effort on this.

An updated guidance note on the preparation and submission of articles has been issued.

TRUST WEBSITE

In the light of a rather poor rate of response to the on-line surveys launched by the Committee with Council approval, the Committee asked the Communications Department to invite the Virtual Panel of members to consider the current survey (on uniforms). This prompted a healthy return of over 100 completed surveys. These have been analysed, and the outcome will be pursued with the Trust, with the engagement of the PSEC.

The Committee has reviewed the approach to these on-line surveys in the light of this experience, and recommends to the Council that on-line Trust members should all be alerted to each (new) survey by direct email (with a link to the survey page). A more general note will go in the newsletter to make non-IT users aware that surveys are undertaken. This more direct approach would, though, generate a risk of members feeling overloaded if we continued with our original plan (approved by the Council) for (roughly) monthly surveys. The Committee therefore further recommends that each survey should in future run for three months.

The next survey will be on Outpatients – currently being finalised with the Trust - and that will be followed by one on transport then one on clinical research.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 June 2014

Constituency	Public 01 June 2014	Public 01 May 2014	Public 01 June 2013
Ashford	1102	1086	1038
Canterbury	3149	3149	3106
Dover	1354	1346	1250
Shepway	946	942	890
Swale	586	587	570
Thanet	2093	2084	1891
Rest of England and Wales	1886	1888	1872
Total Public	11116	11082	10617
Staff	7029	6958	7120
Total Membership	18145	18040	17737

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Continue review of Membership Strategy – August 2014
- Finalise website survey on Transport – August 2014
- Continuing review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – From October 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 consider the recommendations on membership surveys, note the rest of the report, and comment on the Committee's intended future work plans.