

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

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| REPORT TO: | COUNCIL OF GOVERNORS MEETING – 7 NOVEMBER 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 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 December meeting.

NEWSLETTER

The deadline for articles for the next (February) edition of "Your Hospital" will be **early January**. Mandy Carliell will be confirming the exact date.

Governors produced a large number of articles for the February 2014 edition, but this enthusiasm lessened significantly by July. This was, and is, disappointing. The Council has agreed that the newsletter should consist primarily of articles written by Governors. This is not typical of other Trusts' newsletters, where Trust material dominates. "Your Hospital" therefore provides a unique opportunity for us, as Governors, to engage – individually and collectively – with our members, and we are fortunate that Trust funding of the newsletter makes that possible.

Having agreed that the newsletter should be Governor-focussed, more colleagues need to rise to the task and produce articles, if you do not, the newsletter simply does not have a sustainable future.

The Committee has circulated process guidance and suggestions for topics on several occasions. The newsletter is a means to ask for members' views about current issues facing the Trust. Governors are free to write articles that present their own view on, for example, current strategic options and ask for feedback. Governors can challenge the Trust – constructively – and present alternative ideas, though an article criticising a decision that has already been made is unlikely to be approved by the Editorial Board.

In addition to the general plea for you all to get writing, a volunteer will be specifically sought at the Council meeting to write an article for the next edition on the new (one-stop) outpatient structure.

The Committee will be having a further review of the role and function of the Editorial Board and will report back to the Council.

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.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 October 2014

| Constituency | Public 01 Oct 2014 | Public 01 Sept 2014 | Public 01 October 2013 |
|---------------------------|--------------------|---------------------|------------------------|
| Ashford | 1107 | 1095 | 1045 |
| Canterbury | 3176 | 3104 | 3016 |
| Dover | 1371 | 1362 | 1302 |
| Shepway | 938 | 931 | 897 |
| Swale | 586 | 581 | 567 |
| Thanet | 2203 | 2121 | 2007 |
| Rest of England and Wales | 1898 | 1890 | 1824 |
| Total Public | 11279 | 11084 | 10658 |
| Staff | 7022 | 7015 | 7003 |
| Total Membership | 18301 | 18099 | 17661 |

Particularly taking account of the efforts of other local NHS organisations to establish or expand membership populations, these results are impressive. The Committee has placed on record its thanks and congratulations to the Membership Team for their continued efforts and achievements.

SUMMARY OF THE COMMITTEE’S FUTURE WORK PLANS:

- Continue review of Membership Strategy – December 2014
- Finalise website survey on Transport – December 2014
- Continuing review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – From December 2014
- Consider scope for adding Trust’s Spring and Autumn Patient/Public Engagement events to Governors’ membership engagement programme – December 2014
- Further review of Editorial Board role and function – February 2015

COUNCIL OF GOVERNORS ACTION REQUIRED:

To confirm a volunteer to write a newsletter article on the new outpatients structure, note the rest of the report, and comment on the Committee's intended future work plans.