

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

**REPORT TO: COUNCIL OF GOVERNORS MEETING
16 JANUARY 2015**

**SUBJECT: REPORT FROM THE COMMUNICATION AND
MEMBERSHIP COMMITTEE**

REPORT FROM: COMMITTEE CHAIR

PURPOSE: INFORMATION/DISCUSSION

SUMMARY OF COMMITTEE ACTIVITY:

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 is continuing the task of reviewing the strategy itself in conjunction with the Communications Department. The initial conclusion is that the strategy remains fully fit for purpose, but it needs to be updated to reflect the Committee's latest priorities, objectives, direction of travel, and specific initiatives as approved by the Council. The review will proceed at the February meeting.

NEWSLETTER

The deadline for articles for the next (February) edition of "Your Hospital" is **19 January**, so there is still time for any last minute submissions, which should be sent to Mandy Carliell. The Committee will be further reviewing the role and function of the Editorial Board and will report back to the Council.

The letter (about the CQC report) that was issued to Trust members with the last newsletter prompted less than a dozen replies. Most of these supported the position agreed by the Council, and included positive personal experiences of care and treatment received from the Trust. One reply did suggest that we had focussed too much on criticisms of the CQC's conclusions.

The Committee has discussed the management and reporting of feedback received from the membership (and the wider public) and proposes that it should have a specific role in this area. If the Council agrees, it will develop detailed proposals for submission to a future meeting.

MEMBERSHIP ENGAGEMENT EVENTS

The continuing membership engagement programme, developed by the Committee and approved by the Council, 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 first version of the 2015 programme has been circulated and, as ever, Governors are asked to play their part in delivering it, and to confirm attendance as early as possible.

The Council has previously agreed that it should build stronger links with the volunteers and voluntary organisations working with the Trust, recognising the critical role they play and support they provide. Some Governors already attend the Christmas and Summer volunteer social events organised by the Trust, and the Council has previously agreed that voluntary organisations (and charities) should be invited to deliver twice-yearly presentations about their work and experiences at full (Council) meetings.

The Committee also recommends that:

- the PSEC should formally include volunteers in their programme of consultation and feedback initiatives
- (following a constructive proposal from the Communications Department) two Governors should be nominated to attend each future Public and Patient Engagement meeting – a key event drawing together Trust and voluntary representatives
- Healthwatch (though in a slightly different category) should be invited to attend Council meetings at least annually for a substantive update discussion.

In addition to events organised formally by or “within” the Trust, some Governors engage actively, though less formally, with groups in their local community and/or attend meetings of other NHS or NHS-related organisations. The former include social groups for those who have moved to the UK from abroad, neighbourhood watch meetings, and town/parish council meetings; the latter include other Trust meetings and GP practice groups. Individual experiences are very positive, from the standpoint both of gathering information, views and comment and establishing links with a wide variety of community interests.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 January 2015

Constituency	Public 01 Jan 2015	Public 01 Nov 2014	Public 01 Jan 2014
Ashford	1118	1114	1070
Canterbury	3184	3182	3173
Dover	1472	1385	1333
Shepway	951	950	920
Swale	587	587	590
Thanet	2203	2199	2057
Rest of England and Wales	1912	1913	1891
Total Public	11427	11330	11034
Staff	7112	7112	6977
Total Membership	18539	18442	18011

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Continue review of Membership Strategy – February 2015
- Finalise website survey on Transport – February 2015
- Continuing review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – First half of 2015

- Further review of Editorial Board role and function – February 2015

COUNCIL OF GOVERNORS ACTION REQUIRED:

- Consider and approve the proposal for the Committee to have a (new) role in managing and reporting feedback received from the members and wider public
- Consider and approve the recommendations for developing further the relationship between the Council and volunteers/voluntary organisations working with the Trust
- Note the positive experiences of those Governors who engage actively with wider community interests
- Note the remainder of the report