

**EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST**

REPORT TO: **COUNCIL OF GOVERNORS MEETING – 16 MARCH 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 has not met since the last Council meeting (in January) but 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 next meeting.

**NEWSLETTER**

The latest edition of "Your Hospital" has been approved for publication and will be distributed to Trust members shortly. The **next** edition will be in July, and updated guidance for Governors on preparing and submitting articles will be circulated shortly. The Committee is reviewing the role and function of the Editorial Board and will report back to the Council. One objective, already agreed, is for the Board to issue a steer on the general contents of future editions of the newsletter. The Board has agreed that, for July, items should include:

- Reflections from new Governors (personal objectives and motivation for seeking election)
- Role of volunteers in the Trust (including the financial support provided by the Leagues of Friends)
- Life after the CQC report (including the cultural change programme and progress in moving out of special measures)
- Changes in Trust Board membership.

Following the Council's approval, the Committee is developing detailed proposals for (its) role in the management and reporting of feedback received from the membership (and the wider public).

**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 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 first series of Roadshows – Pathology – has started very successfully, and Governors are urged to attend the further events taking place in mid-March.

#### TRUST WEBSITE

The Trust will have a new information system provider from April and they will be invited to deliver a (long awaited) presentation to the Committee on what new services will be available for use by Governors to communicate and engage with the Trust membership and the wider public. This will enable the Committee to revisit the concept of more interactive surveys (with more narrative comments) and wider use of social media. In the meantime, a new survey on outpatient services will shortly appear, followed by one on transport

#### TRUST MEMBERSHIP

The latest figures are as follows:

##### Membership by Constituency at 01 March 2015

Constituency	Public 01 March 2015	Public 01 Feb 2015	Public 01 March 2014
Ashford	1170	1172	1082
Canterbury	3152	3190	3182
Dover	1475	1487	1341
Shepway	963	969	941
Swale	586	592	599
Thanet	2193	2219	2069
Rest of England and Wales	1932	1935	1894
<b>Total Public</b>	<b>11471</b>	<b>11564</b>	<b>11108</b>
Staff	7144	7221	6958
<b>Total Membership</b>	<b>18615</b>	<b>18785</b>	<b>18066</b>

The public figures have fallen by comparison with January, which is due to a data cleanse flowing from the general mail-outs associated with the Governor elections.

#### SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Continue review of Membership Strategy – May 2015
- Finalise website survey on Transport – May 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 – May 2015

#### COUNCIL OF GOVERNORS ACTION REQUIRED:

- Note the report