

**EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST**

**REPORT TO: COUNCIL OF GOVERNORS MEETING – 8 MAY 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 met on 1 May, hence the late circulation of this report. It 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) reflect the Council's agreement that the Committee should be responsible for monitoring and analysing feedback and communications from the membership and wider public, and 2) consolidate two existing, separately identified tasks. On (1) the Committee will be proposing detailed procedures to the Council in due course. 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 undertook a first review of the recently published Monitor guidance "Representing the interests of members and the public", and also of the relevant parts of the KPMG Governor Survey feedback – the latter as remitted from the last Council meeting. The Committee will continue this review, and will incorporate relevant outcomes in a proposed revise of the Membership Strategy. This will be submitted to the Council later in the year.

Initial conclusions are that further discussions will focus on:

- membership and public events being undertaken jointly with other NHS provider Trusts and CCGs
- Governors joining engagement events already organised by various patient-facing teams and units across the Trust
- associate Trust membership for charity and volunteer organisations
- greater visibility of Governors at membership/public-facing events
- enhanced marketing of engagement events.

**NEWSLETTER**

The latest edition of "Your Hospital" has been distributed to Trust members. The **next** edition will be in July, and updated formal guidance for Governors on preparing and submitting articles will be circulated within the next week or so. The Committee's last report to the Council included the steer agreed by the Newsletter's Editorial Board for the next edition., specifically:

- 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.

A volunteer is sought from among the new Governors to lead the production of the first article, and another volunteer is sought from among all Governors to deliver the second article. As ever, articles on other subjects will be welcomed.

#### 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 is circulated regularly and, as ever, Governors are asked to play their part in delivering it, and to confirm attendance as early as possible. The next series of Roadshows – Sepsis – starts in July, and a third series – Clinical Strategy - starts in November.

#### TRUST WEBSITE

As planned, the latest membership survey – on Outpatients – will shortly be appearing on the website. This will complement the interviewing programme being organised by the P&SEC.

#### TRUST MEMBERSHIP

The latest figures are as follows:

##### Membership by Constituency at 01 May 2015

Constituency	01 May 2015	01 April 2015	Public 01 May 2014
Ashford	1213	1174	1086
Canterbury	3167	3142	3149
Dover	1484	1464	1346
Shepway	969	956	942
Swale	582	580	587
Thanet	2217	2186	2084
Rest of England and Wales	1951	1936	1888
<b>Total Public</b>	<b>11583</b>	<b>11438</b>	<b>11082</b>
Staff	7195	7186	6958
<b>Total Membership</b>	<b>18778</b>	<b>18624</b>	<b>18040</b>

The public figures have risen substantially over the past year and by almost 150 over the past month.

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

- Continue review of Membership Strategy (including Monitor guidance and KPMG Report) – June/August 2015

- Finalise website survey on Transport – June 2015
- Develop detailed procedures for managing membership and public feedback and submit to the Council – June/August 2015
- Submit proposed revise of Membership Strategy to the Council – October 2015
- Continue review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – second half of 2015
- Submit to the Council conclusions of Editorial Board review – July 2015
- Commission further analysis of Trust membership (and, later, consider results against further engagement and membership recruitment plans) – October/December 2015

**COUNCIL OF GOVERNORS ACTION REQUIRED:**

- Agree the proposed, revised terms of reference
- Identify two volunteers to prepare newsletter articles
- Note the remainder of the report