

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST

REPORT TO:	COUNCIL OF GOVERNORS MEETING
DATE:	9 JULY 2015
REPORT FROM:	COUNCIL OF GOVERNORS COMMUNICATION AND MEMBERSHIP COMMITTEE
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 ENGAGEMENT EVENTS

The Committee has reviewed Governor involvement in the programme of Trust Roadshows, and has concluded that we (Governors) should have a higher profile at these events. With Trust agreement and support, the Committee recommends that:

- future Roadshows should be opened/introduced by a Governor, who should also deliver the closing remarks
- the stand used at Meet the Governor, and other, events will form part of the pre-Roadshow "exhibition", making it easier for Trust members to identify Governors who are present.

A new stand is being purchased by the Trust, and the Committee will approve its design. The Trust has also repeated its long-standing offer to provide training and guidance on public speaking to any Governor who would like it. Anyone interested should contact Mandy Carliell. If the Council approves these recommendations, they will take effect from the Clinical Strategy Roadshows later this year.

The P&SEC has proposed that the Outpatient Experience Project should be combined with the programme of Meet the Governor events. This Committee has considered the merits of this and how it might be achieved, and recommends that:

- for the next year, and starting on 15 July at WHH (the next scheduled Meet the Governor event) the dates and locations for the two initiatives should be combined
- Governors attending should either remain at the stand and be available for anyone who "drops in" or interview patients (in a room that will be provided) referred by Outpatient staff

At least one Governor will be needed at the stand, leaving others free for interviewing. Who does what should be decided on the day.

NEWSLETTER

The latest edition of "Your Hospital" will be distributed to Trust members over the next month. The Committee is disappointed to report that despite repeated invitations and requests, only three articles have been submitted by Governors. The Trust will now provide sufficient material to fill the newsletter, taking account of the steer agreed by the Editorial Board. The Committee will be writing separately to the CoG about the newsletter, with a fuller version of the (standing) advice and guidance on preparing and submitting articles.

A significant number of members receive the newsletter in hard copy, which adds significantly to production and circulation costs. Many are believed to have email access but have not answered requests to share their email addresses with the Trust. Given financial pressures, the Committee recommends that:

- in the next issue, the request for email addresses should be repeated, and members should be asked to complete and return a (freepost) slip if they wish to continue to receive a copy through the post. Only those returning the slip will continue to receive a hard copy version.

TRUST MEMBERSHIP

The latest figures are as follows:

Membership by Constituency at 01 June 2015:

Constituency	01 June 2015	01 May 2015	Public 01 June 2014
Ashford	1168	1213	1102
Canterbury	3070	3167	3149
Dover	1442	1484	1354
Shepway	944	969	946
Swale	559	582	586
Thanet	2162	2217	2093
Rest of England and Wales	1900	1951	1886
Total Public	11245	11583	11116
Staff	7189	7195	7029
Total Membership	18453	18778	18145

The public figures have reduced significantly following the annual cleanse of data. Further recruitment exercises are planned by the Trust to maintain existing membership levels.

SUMMARY OF THE COMMITTEE'S FUTURE WORK PLANS:

- Continue review of Membership Strategy (including Monitor guidance and KPMG Report) – August 2015
- Develop detailed procedures for managing membership and public feedback and submit to the Council – August 2015
- Submit proposed revise of Membership Strategy to the Council – October 2015
- Submit to the Council conclusions of Editorial Board review – August 2015
- Commission further analysis of Trust membership (and, later, consider results against further engagement and membership recruitment plans) – August/October 2015
- Continue review of Trust IT developments and their impact on opportunities for Governor/ membership pages of Trust website – second half of 2015
- Receive presentation on Trust's new IT platform – December 2015

COUNCIL OF GOVERNORS ACTION REQUIRED:

- Consider the recommendations on:
 - Roadshows
 - Meet the Governor/Outpatient Experience Project alignment
 - "Your Hospital"
- Note the remainder of the report, including the future work plan.