

Report to:	Council of Governors	Agenda item:	16
Date of Meeting:	8 June 2017		

Title of Report:	Governor Membership & Outreach Working Group Update Report
Status:	For Information
Sponsor:	Chris Callow, Public Governor, (Interim Chair)
Author:	Roxy Poultney, Membership & Governance Manager
Appendices	None

Purpose

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 15th May 2017.

Background

The report is prepared to inform the Council of Governors on the salient issues discussed and agreed at the Governor Membership & Outreach Working Group.

Business Undertaken

The Working Group received the following updates:

- A detailed overview of current Public membership figures (as at 8th May 2017) which included information on how many people had attended the RUH as inpatients, outpatients and emergencies and that this data was defined by age.
- The Membership target for 2017/18 was to increase Membership to 12,350 Public Members by 31st May 2018.
- Analysis of the Membership and Engagement Strategy which included:
 - Recruitment and engagement initiatives which would be taking place over the next 3 months.
 - An analysis of the cost of recruitment campaigns against number of members recruited.
 - An overview of the Membership recruitment and engagement activities over the past three months
- Update on Membership Video being developed by students at Wiltshire College.

Key Decisions

Member Engagement Survey

The working group discussed and agreed on the questions that would be included in the survey that would be sent to members prior to the Annual Members Meeting.

Exceptions and Challenges

No issues or challenges.

Governance and Other Business

Terms of reference

The working group accepted the Terms of Reference as appropriate. A copy is attached at appendix one **for approval**.

Annual Report

The working group discussed the content that could be included in the annual report and the draft would be reviewed at the meeting in August 2017.

Future Business

In line with the Governor Membership & Outreach Working Group work plan.

Recommendations

The Council of Governors is asked to:

1. Note the update report
2. Approve the working groups Terms of Reference

Appendix 1: Working groups Terms of Reference

Royal United Hospitals Bath NHS Foundation Trust Governor

Membership & Outreach Working Group Terms of Reference

The working group has been formed by the Council of Governors with delegated responsibility to ensure appropriate recruitment and engagement with a representative membership. The group is required to ensure that the Council of Governors is able to adequately represent the interests and views of NHS Foundation Trust members and the public.

1. Membership

The Membership Working Group shall comprise of:

- Elected and Appointed Governors – one of whom shall chair the meetings, and including representation from both public and staff groups
- Membership & Governance Manager
- Board of Directors Secretary
- Communications Representative
- Commercial Director

2. Objectives

The objectives of the Group are:

- To act in an advisory capacity ensuring that the Council of Governors and the Trust takes account of the views of its membership.
- To assist in the development and review of the Membership & Engagement Strategy and plan.
- To formulate initiatives for membership recruitment.
- To advise, explore and develop methods of communication and engagement with the members and the local community including hard to reach and underrepresented groups and suggest actions.
- To monitor the membership profile with respect to age, gender, ethnicity and area of residence in order to ensure a representative membership.
- To receive reports on membership recruitment and activities.

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- Monitor the brand image of the Trust in the local community and advise on the public image of the Trust.

3. Attendance

- Support to the Group will be provided by the Membership Office - Membership & Governance Administrator to attend to take minutes.
- One Non-Executive Director to attend if requested

4. Quorum

- Three Governors
- One member of the Trust's Board of Directors or suitable Deputy

5. Frequency

The Group will meet quarterly but extraordinary meetings or workshops may be held as required.

6. Accountability

The working group is accountable to the Council of Governors

7. Review of Performance

- A report of the Membership Working Group shall be submitted to the next available Council of Governors meeting.
- The Group will formally report annually to the Council of Governors on its work and effectiveness.

Date of Approval:

Date of Review:

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