

Report to:	Council of Governors	Agenda item:	16
Date of Meeting:	5 September 2017		

Title of Report:	Governor Membership & Outreach Working Group Update Report
Status:	For Information
Sponsor:	Phill Lunt, Staff Governor, (Chair)
Author:	Roxy Poultney, Membership & Governance Manager
Appendices	Appendix 1: Draft Annual Report

Purpose

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 16th August 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 7th August 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 March 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 the Governor election
- How to communicate the Strategic Plan to the wider organisation
- Reviewed the student membership videos

Key Decisions

How to Communicate the Strategic Plan to the Wider Organisation

The working group learnt of Member and Volunteer Engagement events which were taking place on 5th and 14th September as a way of gathering feedback on the Trust's Strategy. The working group suggested that all Governors should try to attend these sessions and/or the staff session on the 5th September (after CoG). Invitations have been circulated to members and Governors.

The working group discussed how to engage more with staff members and it was agreed that the Staff Governors would stand outside the Lansdown Restaurant during the lunch period to talk to staff about the Governor election as well as the RUH Strategy. This method of engagement would continue on a monthly basis to enable Staff Governors to talk to staff.

Working Group Delegated Work from CoG

The working group discussed a proposal of selecting one topic to be the focus for public engagement at constituency meetings.

This was discussed and it was felt that the RUH constituency meetings ran well in their current format, but where possible, future Governor introductions would focus on a specific theme that Governors were briefed on. Everything else would remain as per previous meetings.

Staff Governor Engagement

The Communications Team suggested that Staff Governors could attend RUH events that are already established as a way to engage with staff. The Membership & Governance Manager agreed to link in with the Comms team to identify future engagement events to circulate to the Staff Governors who could then make every effort to attend and listen to staff's views.

In addition to the engagement outside the Lansdown restaurant detailed above, it was agreed to focus staff social media, intranet pages and the hospital magazine on the role of Staff Governor as a way to boost their profiles during the Governor election. The Communications Team would help with this.

Exceptions and Challenges

Annual Members Meeting Plan

The working group reviewed the proposed question for the AGM which had been suggested by the Quarterly Chairs and Lead Governor meeting:

- “What can we do differently to improve patient experience at the RUH?”

The working group discussed the questions and felt that in light of the S&BP and M&OWG updates received on the Strategic Plan, it would be better to use the two questions developed by the Head of Business Development as part of the RUH Strategy at the Annual Members Meeting instead. The questions are as follows:

1. What changes have you seen at the RUH over the last five years?
2. What would an outstanding RUH mean for you?

The working group is seeking **CoG approval** to use these questions for the Governor Focus Groups.

Governance and Other Business

Annual Report

The working group approved the draft annual report subject to minor amendments and a copy is attached at appendix one for your approval.

Chair of the working group

The Chair of the working group confirmed that this meeting would be his last as he would not be standing for re-election. The working group thanked the Chair for his hard work chairing the meeting and agreed to appoint a new chair at the next meeting.

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 draft annual report
3. Approve the revised questions for the AMM

Appendix 1: Draft Membership and Outreach Working Group Annual Report 2016/17

Introduction

The working group supports the Trust's Membership aim to ensure that the public is at the heart of everything we do by creating a representative membership and engaging them in the development and transformation of their health services.

The Working Group is made up of:

Phil Morris (Chair), Public Governor, South Wiltshire *(until 31st October 2016)*
 Keith Humphries, Stakeholder Governor, Wiltshire Council *(until 31st January 2017)*
 Sharon Manhi, Staff Governor *(until 31st October 2016)*
 Hassan El-Wakeel, Staff Governor *(until 31st October 2016)*
 Jan Taylor Public Governor, North Wiltshire *(until 16th November 2016)*
 Phill Lunt, Staff, Governor (Chair)
 Michael Welton, Public Governor, Mendip
 Chris Callow, Public Governor, North Wiltshire
 Mike Midgley, Public Governor, City of Bath *(from January 2017)*
 Julie Scriven, Staff Governor *(from January 2017)*
 Joss Foster Commercial Director
 Roxy Poultney Membership & Governance Manager
 Emma Mooney, Head of Marketing & Communications

Activity

Each year the working group agrees its work plan. The main focus of activity is on the Public and Staff Membership Development Strategy which has the following objectives:

- To create an engaged and supportive membership, representative of the public and stakeholders in our area.
- To inform members of the health landscape and provide them with the information to access services and make the best health choices.
- To enable members to influence the services the Trust offers them and hold the Board to account for the delivery of those services.
- To develop the infrastructure and processes to enable efficient and effective dialogue between the Trust Board and its members.

Our agenda is made up of items that are delegated by the Council of Governors, to which we are accountable, items for information and items on which we have required assurance.

The working group has met four times during the year.

Monitoring activity

The working group has reviewed and updated the Public & Staff Membership Development Strategy Objectives and Action Plan 2016-17. Each quarter, the working group also reviews the Membership demographics and makes suggestions on where to focus member recruitment in order to be as representative as possible.

Author : Roxy Poultney, Membership & Governance Manager	Date: 02 October 2017
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Agenda Item: 16	Page 4 of 5

Key decisions, activities and public views

The voice of our members is key and with that in mind, we have ensured that as many constituencies as possible have held a constituency meeting during 2016-17 and continued this into the 2017-18 year. We have held the following meetings:

Constituency	Date	Total Attendees
Mendip	April 16	36
South Wiltshire	May 16	25
North East Somerset	June 16	32
North Wiltshire	August 16	52
	November 16	12

As well as the Constituency Meetings as a way of sourcing member feedback, in June 2016, the working group developed the “2016 Public and Staff Governor survey” which was disseminated to all members with the Notice of Election in August 2016. Whilst a very small number of Staff responded to the Survey, 11% of members sent us their feedback which we analysed.

In April 2016, the Membership and Governance Manager reviewed and updated the Membership Form which was reviewed and approved by the working group; the new membership form has a fresher approach and is simpler than previous versions.

During 2016-17, Staff Governors have tried to engage with as many staff members as possible and with the help of the Membership Office have been attending staff team meetings. Whilst there was a little disruption during the election process last year, Staff Governors have attended 9 team meetings and sourced feedback which is presented to every Council of Governor meeting.

In November 2016, Chris Callow, Public Governor encouraged his local Parish Council to include an article on becoming a member in his local Parish council Newsletter which was disseminated to approximately 300 homes.

The working group approved the question for the Annual Members Meeting which took place in September 2016. The working group have ensured that all of the feedback gathered at this meeting was analysed and that within every Insight magazine, the Trust has included a “You said, we did” style article to feed this back to members.

In February 2017, the working group began to explore the options to commission a promotional video to raise awareness of membership. This idea grew, and the Membership & Governance Manager has been working with students at Wiltshire College to produce something within the 2017-18 financial year.

Future work

Throughout the next year the group will continue to ensure that the public is at the heart of everything we do by creating a representative membership and engaging them in the development and transformation of their health services with particular focus on the Strategic plan.