

Report to:	Council of Governors	Agenda item:	19
Date of Meeting:	6 March 2018		

Title of Report:	Governor Membership & Outreach Working Group Update Report
Status:	For Information
Sponsor:	Mike Midgley, Public Governor, City of Bath (Chair)
Author:	Emily McConnell, Membership & Governance Administrator
Appendices	Appendix 1: Future Work Plan

Purpose

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 12th February 2018.

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:

- As at 1st February 2018 RUH Public Membership stood at 11,776 (an increase of 38 since the last report)
- 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
- Reviewed the objectives for the Membership and Engagement Strategy
- Discussed the student membership videos

Key Decisions

Member Recruitment

The working group was informed that 574 new members needed to be recruited in order to reach the target of 12,350 public members by 31st March 2018 and the following suggestions were discussed:

- Attend colleges events such as Wiltshire Health & Wellbeing Day

Author : Emily McConnell, Membership & Governance Administrator	Date: 05 March 2018
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- Make contact with other community eg. Polish community
- NHS 70th birthday celebration.
- Visit the Home Hub of the Trust to recruit members
- Disability Youth groups

The working group suggested that Governors attend the Atrium to recruit members. It was agreed that the Membership Team would contact all Public Governors to request availability to participate in an Atrium duty schedule.

Membership and Engagement Strategy 2018/19

The working group agreed that the objectives from the previous Strategy were still current and did not require amendment.

Exceptions and Challenges

Student Videos

The working group was informed that due to technical issues at Wiltshire College the RUH membership videos had been wiped off the system and the students were now no longer able to complete the project. The working group expressed their dissatisfaction and requested that the Interim Membership and Governance Manager and Head of Marketing and Communications contact Wiltshire College to discuss how to complete the project as stated in the original discussion and proposal.

Governance and Other Business

N/A

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 future work plan

Governor Membership & Outreach Working Group - Proposed Workplan

	12th February 2018	17th May 2018	13th August 2018	19th November 2018	21st February 2019
Opening Business					
Welcome, Introduction & Apologies	✓	✓	✓	✓	✓
Minutes of the Governor Membership & Outreach Working Group held in private on XX	✓	✓	✓	✓	✓
Action list and matters arising	✓	✓	✓	✓	✓
Standing Items					
Terms of Reference review		✓			
Working group delegated work from CoG	✓	✓	✓	✓	✓
Quarterly Membership Analysis	✓	✓	✓	✓	✓
Membership & Engagement Strategy - what's missing - questions and ideas from Govs	✓	✓	✓	✓	✓
Membership & Engagement Strategy	Review draft 2018/19 Membership & Engagement Strategy				Review draft 2019/20 Membership & Engagement Strategy
Objectives Update	Review all objectives for new Mem & Engagement Strategy	Review objective 1 and develop action plan focusing on Governor activity	Review objectives 2 and develop action plan focusing on Governor activity	Review objectives 3 and develop action plan focusing on Governor activity	Review objectives 4 and develop action plan focusing on Governor activity
Staff Governor Engagement	✓	✓	✓	✓	✓
Review Annual Report		Plan for draft	Review draft report		
Final Student Videos		✓			
Staff Governors Exhibition Stand		✓			
Annual Governor Survey & AGM		Develop Question to ask members Develop Governor Survey prior to AGM	Review Q for AGM	Review Governor Survey Results	
Other Items					
Items suggested by working group	Update on Membership Video's - review final version	TBA by working group	TBA by working group	TBA by working group	TBA by working group
	TBA by working group	TBA by working group	TBA by working group	TBA by working group	TBA by working group
Closing Business					
Meeting Review	✓	✓	✓	✓	✓
Future Work plan	✓	✓	✓	✓	✓