

Report to:	Council of Governors	Agenda item:	16
Date of Meeting:	7 June 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: Terms of Reference Appendix 2: Future Work Plan

Purpose

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 17th May 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 9th May 2018 RUH Public Membership stood at 11,805 (an increase of 29 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
- Discussed the student membership videos
- Reviewed the Terms of Reference
- Reviewed the objectives for the Membership and Engagement Strategy
- Discussed the content for the Annual Report
- Discussed the questions to ask members at the AGM
- Discussed the annual Governor survey
- Reviewed the membership from for redesign

Key Decisions

Student Membership Videos

The working group was informed that as the students from Wiltshire College were unable to complete the project it was necessary to investigate alternative options and agreed to pursue this through the Trust's Widening Participation Team and newly appointed videographer.

Author : Emily McConnell, Membership & Governance Administrator	Date: 01 June 2018
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Quarterly Membership Analysis

The working group agreed to look at the overall membership analysis on an annual basis rather than quarterly as the statistics presented no significant change and instead would look at a different set of data that showed how engaged the membership was in terms of attendance to meetings and events on a quarterly basis.

Annual Governor Survey and AGM

The working group discussed potential topics for questions and agreed to review suggestions at the August meeting in time for the Council of Governors to approve at the September meeting.

The working group suggested that members should be more informed about the ability of contacting Governors through the Membership Office and noted that Staff Governors were undertaking staff engagement sessions outside the Lansdown. They agreed to keep the questions the same for both surveys as the results may improve following the suggested initiatives.

Exceptions and Challenges

Membership and Engagement Strategy 2018/19 - Objective 1 Update

The working group discussed the membership target and proposed that the target of recruiting 1000 members each year was removed and instead have the focus on increasing an engaged membership. They suggested the following objective:

“The Trust will continue to steadily recruit and increase a representative membership and increase and measure member engagement.”

Governance and Other Business

Terms of reference

The working group requested for the Terms of Reference to be amended as currently the membership list was not reflective of attendees. The attendance for the working group required an appointed Governor and the Board of Directors' Secretary to be present and currently neither attended the meeting. The working group requested that the membership was changed to reflect the attendance of at least three elected Governors and not specify representation from the Staff Governors or Appointed Governors and to remove the Board of Directors' Secretary.

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 Terms of Reference
3. Approve the amendment to Objective 1
4. Approve future work plan

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:

- Not less than three elected Governors – one of whom shall chair the meetings
- Membership & Governance Manager
- 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.
- 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: 07.06.2018

Date of Review: 07.06.2019

Author: Janet Adeyemi, Membership & Governance Manager Document Approved by: Council of Governors	Date: 01 June 2018 Version: 1.0 Page 2 of 2
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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	✓	✓	* M & O WG to consider whether the public are aware that they can submit written questions to the Board of Directors and whether or not this needs to be publicised	✓	✓
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		
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	Review Membership Form for Redesign	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	✓	✓	✓	✓	✓