

<b>Report to:</b>	<b>Council of Governors</b>	<b>Agenda item:</b>	<b>16</b>
<b>Date of Meeting:</b>	<b>5 September 2018</b>		

<b>Title of Report:</b>	<b>Governor Membership &amp; Outreach Working Group Update Report</b>
<b>Status:</b>	<b>For Information</b>
<b>Sponsor:</b>	<b>Mike Midgley, Public Governor, City of Bath (Chair)</b>
<b>Author:</b>	<b>Emily McConnell, Membership &amp; Governance Administrator</b>
<b>Appendices</b>	<b>Appendix 1: Future Work Plan Appendix 2: Draft Annual Report</b>

### Purpose

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 21<sup>st</sup> August 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 14<sup>th</sup> August 2018 RUH Public Membership stood at 11,778 (a decrease of 27 since the last report)
- The level of engagement of the membership and those recruited over the last quarter
- 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 draft Annual Report
- Working group delegated work from CoG
  - 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
- Discussed Staff Governor engagement
- Discussed the question to ask members at the AGM
- Reviewed the draft membership from

### Key Decisions

#### Quarterly Membership Analysis

The working group reviewed and approved the new format for the quarterly analysis

Author : Emily McConnell, Membership & Governance Administrator	Date: 31 August 2018
Document Approved by: Mike Midgley, Public Governor, City of Bath (Chair)	Version:1.0
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that focused on the engagement of the membership and newly recruited members. They also noted that although the membership had decreased since the last report, the members that had recently been recruited were more engaged and that engagement was increasing.

### **Draft Annual Report**

The working group reviewed the content for the draft Annual Report and approved it subject to the suggested amendments.

### **Working group delegated work from CoG -**

- **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**

The working group agreed that the public was aware that they could submit questions to the Board of Directors and that it was not necessary to publicise it further and were informed that an article would be included in the next edition of the Insight magazine to encourage members to contact their Governors or the Membership Team with questions.

### **Staff Governor Engagement**

The working group was informed that the Staff Governors were due to attend departmental meetings across the Trust as a way to engage with staff and it was suggested that the Staff Governors could wear a badge to make them more visible to staff.

### **Student Membership Videos**

The working group was informed that the Membership Team would be pursuing the membership video with the Trust's videographer and agreed to send a letter to the college thanking the students for their contribution to the project.

### **Review Question for the AGM**

The working group approved the suggested question for the AGM and ask the Council of Governors to approve:

Our goal is to be recognised as a listening organisation, patient centred and compassionate.

"What would you suggest we focus on over the next 12 months which would make the most difference to realising this goal"?

## **Exceptions and Challenges**

### **2018/19 Membership & Engagement Strategy – Update on Progress**

The working group discussed the challenge of recruiting younger members and suggested using the College Fresher's Fairs as a way to gather information from the students on what would interest them about becoming a member. They also discussed targeting younger people through social media and the possibility of holding Caring for You events at a college on topics relevant to younger people.

## Governance and Other Business

### Review Draft Membership Form

The working group reviewed the draft membership form that had been redesigned to comply with the new GDPR legislation. The group made suggested amendments to the content and requested that more information be gathered on what protective characteristic data should be collected and the reason for collecting it. The Membership and Governance Manager agreed to discuss the requirements with the Head of Information Governance and Data Protection Officer and circulate the amended version to the group for approval.

## 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 question for the AGM
3. Approve future work plan
4. Approve draft Annual Report

**Governor Membership & Outreach Working Group - Proposed Workplan**

	12th February 2018	17th May 2018	21st August 2018	19th November 2018	21st February 2019
<b>Opening Business</b>					
Welcome, Introduction & Apologies	✓	✓	✓	✓	✓
Minutes of the Governor Membership & Outreach Working Group held in private on XX	✓	✓	✓	✓	✓
Action list and matters arising	✓	✓	✓	✓	✓
<b>Standing Items</b>					
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	* Receive feedback in relation to the investigation into re-opened complaints and the procedure used * " One of the NEDs commented that the response rate to the staff survey was low (45%). In the private sector you would expect this figure to be at 70%, and if you can achieve this level then staff engagement tends to improve". M & O WG to receive reassurance that, and details of how, the Trust plans to improve the response rate next year.	
Quarterly Membership Analysis	✓	✓	✓	✓	✓
Annual 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	
<b>Other Items</b>					
Items suggested by working group	Update on Membership Video's - review final version	Review Membership Form for Redesign	TBA by working group	Membership Video Update	TBA by working group
	TBA by working group	TBA by working group	TBA by working group	TBA by working group	TBA by working group
<b>Closing Business</b>					
Meeting Review	✓	✓	✓	✓	✓
Future Work plan	✓	✓	✓	✓	✓

## Appendix 2

### Membership and Outreach Working Group Annual Report 2017/18

#### 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:

Mike Midgley (Chair), Public Governor, City of Bath  
Michael Welton, Public Governor, Mendip  
Chris Callow, Lead and Public Governor, North Wiltshire  
Jacek, Kownacki, Public Governor, North Wiltshire  
James Colquhoun, Public Governor, South Wiltshire  
Julie Scriven, Staff Governor  
Darrin King, Staff Governor  
Joss Foster, Commercial Director  
Janet Adeyemi, 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 meets four times a year.

#### Monitoring Activity

The working group has reviewed and updated the Public & Staff Membership Development Strategy Objectives and Action Plan 2018-19.

#### 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 2017-18 and continued this into the 2018-19 year. We have held the following meetings:

Constituency	Topic	Date	Total Attendees
Mendip	• Home First Initiative	June 2017	30
North Wiltshire	• Urgent Care Centre Tender	April 2017	40
	• Dementia Awareness	October 2017	31
	• Developing the RUH Strategy		

City of Bath	<ul style="list-style-type: none"> <li>How can we encourage the public to make best and most appropriate use of our health care resources?</li> <li>The Future of our Cancer Service</li> </ul>	June 2017	59
	<ul style="list-style-type: none"> <li>Dementia Awareness</li> </ul>	February 2018	46
South Wiltshire	<ul style="list-style-type: none"> <li>Dementia Awareness</li> </ul>	June 2017	31
	<ul style="list-style-type: none"> <li>Frailty Flying Squad</li> <li>Home First Initiative</li> <li>Update on the RUH Strategy</li> </ul>	September 2017	21
	<ul style="list-style-type: none"> <li>Physiotherapy and Healthy Ageing</li> <li>Occupational Therapy and its Role in Health and Wellbeing</li> </ul>	June 2017	27
North East Somerset	<ul style="list-style-type: none"> <li>Nutrition and Hydration at the RUH</li> <li>Nutrition and Food Safety at Home</li> </ul>	September 2017	26

Members provided feedback on the Urgent Care Centre tender at the North Wiltshire constituency meeting in April 2017. As well as the Constituency Meetings as a way of sourcing member feedback, in May 2017, the working group developed the “2017 Public and Staff Governor survey” which was disseminated to all members with the Notice of Election.

During the last election in May 2017, the membership team successfully increased the response rate of staff voting for their staff governors than in previous years.

In May 2017, the working group approved the “Staff Engagement and Departmental Sessions”. This allows Staff Governors to attend departmental meetings and engagement sessions to better with staff and obtain their feedback on areas they would like brought to the attention of the Council of Governors and/or the Executive team .Staff Governors have attended six engagement sessions and sourced feedback which is presented at each Council of Governor meeting.

In May 2017, the Staff Governors attended a briefing with Associate Director of Organisation and People Development on embedding the values of the Trust and the outcomes of the staff survey. The working group developed the member engagement questions for the Annual Members Meeting which took place in September 2017. The working group have ensured that all of the feedback gathered at this meeting was analysed and used to inform developments across the Trust as appropriate. In addition within the quarterly editions of the Trust’s Insight magazine, there is now a “You said, we did” style article to demonstrate how the Trust is acting on feedback from its members.

The working group approved the following topics to be covered in Insight RUH magazine:

- Staffing Changes ( March 2018)
- How representative the membership is with regards to the service users (March)
- Update on the RNHRD & Therapies Centre (March)
- Discharge (June 2018)
- Car Parking (Sept 2018)
- Emergency Department (December 2018)

In August 2017, members of the working group worked with students from Wiltshire College in Chippenham to enable the students to gain experience of working to a 'client' brief and presenting their ideas, taking and acting on feedback to a project. The students enjoyed this experience and it is something the working group may consider undertaking again in the future.

**Future work**

Throughout the next year the group will continue to ensure that the public is at the heart of everything we do by engaging them in the development and transformation of their health services.

**Mike Midgley**

Membership & Outreach Working Group (Chair)  
June 2018