

<b>Report to:</b>	<b>Council of Governors</b>	<b>Agenda item:</b>	<b>18</b>
<b>Date of Meeting:</b>	<b>5 December 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</b>

### **Purpose**

To provide the Council of Governors with an update following the Governor Membership & Outreach Working Group meeting held on 19<sup>th</sup> November 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 8<sup>th</sup> November 2018 RUH Public Membership stood at 11,794 (an increase of 16 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
- Working group delegated work from CoG
  - 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
- Staff Governor Election Update
- Plan for Joint Governor and Board of Directors Away Day 2018
- Staff Governor Engagement
- Annual Members Meeting Feedback
- Governor Survey Results
- Student Survey Results

### Key Decisions

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

The working group agreed to review the Strategy at the February meeting and to include more engagement activities for members.

#### Review Governor Survey Results

- **W/G to discuss results and plan 2019/20 engagement with members**

The working group requested that a hard copy of the Governor survey was distributed to members in the impending Insight mailing to ensure that all members were given the opportunity to provide feedback as it had previously only been circulated via email and that the Staff Governor survey be circulated to all staff via the intheweek email.

#### Annual Members Meeting Feedback

- **W/G to discuss feedback in order to shape 2019 Insight articles**

The working group suggested the following topics be focused on as articles for future Insight magazines:

- Update on inpatient and outpatient transport following the outcome of the tender to re-procure the service
- Aspects of member feedback that was used in business planning and how the Trust responds to feedback
- How Governors are involved in the business planning process and what specific topics this includes

### Exceptions and Challenges

N/A

### Governance and Other Business

#### Working group delegated work from CoG -

- **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**

The working group was informed that 45% response rate was not an unusual figure as the top quartile was an average of 50%.

#### Plan for Joint Governor and Board of Directors Away Day 2018

The working group was informed that the agenda focused on the national context, local context, five year finance strategy and the Improving Together Programme and would include how member feedback from the Annual Members Meeting would be incorporated into the Trust Strategy. It was also suggested that more needed to be done to engage with the public on general topics that affected them.

### Future Business

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

<b>Recommendations</b>
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The Council of Governors is asked to:
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| <ol style="list-style-type: none"><li>1. Note the update report</li><li>2. Approve future work plan</li></ol> |
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**Governor Membership & Outreach Working Group - Proposed Workplan**

	21st February 2019	20th May 2019	19th August 2019	18th November 2019	17th February 2020
<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	✓	✓	✓	✓	✓
Quarterly Membership Analysis	✓	✓	✓	✓	✓
Annual Membership Analysis		✓			
Membership & Engagement Strategy - what's missing - questions and ideas from Gobs	✓	✓	✓	✓	✓
Membership & Engagement Strategy	Review draft 2019/20 Membership & Engagement Strategy				Review draft 2020/21 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	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	TBA by working group
<b>Closing Business</b>					
Meeting Review	✓	✓	✓	✓	✓
Future Work plan	✓	✓	✓	✓	✓