Council of Governors Membership and Engagement Group Meeting

AGENDA

Date: **Tuesday 7th October 2025**
Time: **17:30 – 18:30**
Venue: **Boardroom, Level 1, King's Mill Hospital**

No	Item	Status	Paper
1.	**Chair's Welcome and Apologies for Absence** Quoracy check: *(Minimum of 3 Governors, 1 of whom must be a public Governor, and 1 Trust Officer (from Communications) in attendance)*	Agree	Verbal
2.	**Declarations of Interest** *To declare any pecuniary or non-pecuniary interests* Chair	Declaration	Verbal
3.	**Action Tracker** Chair	Approve	Enclosure 3
4.	**Update on Making Every Contact Count** Paula Longdon, Associate Director of Strategy and Partnerships	Update	Enclosure 4
5.	**Communications Feedback / Membership Activity** Rich Brown, Head of Communications	Assurance	Enclosure 5
6.	**Membership Engagement Strategy** Rich Brown, Head of Communications	Assurance	Verbal
7.	**Meet Your Governor** Linda Dales, Appointed Governor / Rich Brown, Head of Communications	Assurance	Verbal
8.	**Feedback from Governors** Chair / All	Update	Verbal
9.	**Any Other Business**		Verbal
10.	**Date of Next meeting** **Date:** January 2026 **Time:** 17:30–19:00 **Venue**: Boardroom, Level 1, King's Mill Hospital		

**Outstanding Care,
Compassionate People,
Healthier Communities**

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Sherwood Forest Hospitals
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Present: L.Barrett (Chair), A.Gray, D.Walters, D.Wilson, I.Peel, J.Stubbings, J.Kirkby, J.Wyatt, L.Dales, M.Speed, N.Khan, N.Cooper, P.Kirby, S.Musson, R.Brown, S.Brook Shanahan, S.Bradshaw (actions)
Apols: A.Jackson, J.Dove, K.Stewart, N.Slack, P.Gregory, S.O'Neill, T.Burton
Absent:

There were no declarations of interest pertaining to items on the agenda

Key	
Red	Action Overdue
Amber	Update Required
Green	Action Complete
Grey	Action Not Yet Due

Item No	Date	Action	Committee	Sub Committee	Deadline	Exec Lead	Action Lead	Progress	Rag Rating
M&E 24/08	16/07/2024	Consider sending MYG feedback to NEDs, noting this could form part of the Lead Governor report or M&E report for Full CoG meeting	Membership & Engagement	None	01/10/2024	R Brown		**Update 01/10/2024** MYG feedback presentation to be sent to NEDs after each M&E meeting, with a note to ask any questions at CoG under M&E feedback item. **Update 23/12/2024** Will share final report with NEDs, once we've added subsequent feedback (following sessions conducted since the last report was sent) and once Janine and Jayne Taylor have been briefed on the results from a Trust perspective. **Update 01/07/2025** Proposal to feed-up MYG Discharge Lounge to full CoG once received by M&E Forum. **Update 01/07/2025** Rich Brown to discuss and agree feedback method with Kevin Stewart who led on Discharge Lounge work. **Update 30/09/2025** Feedback to be shared with NEDs from future sessions, once new format of MYG confirmed. **Complete**	Green
M&E 24/10	01/10/2024	Consider adding question re: disabilities to Trust membership form	Membership & Engagement	None	~~07/01/2025~~ ~~07/10/2025~~ Jan 2026	R Brown		**Update 23/12/2024** Request made to Civica; awaiting response. **Update 18/3/2025** Action on-hold. Trust exploring exit plan for Civica to save circa £15,000pa. Communications Team to action this once replacement system has been identified/implemented. **Update 30/09/2025** Action still on hold.	Amber
M&E 24/11	01/10/2024	Consider different methods of engaging with potential Trust members, for example, breakfast meetings for community groups, engaging with EDI network to reach staff members' families, etc. as part of the Membership Strategy.	Membership & Engagement	None	~~07/01/2025~~ 01/07/2025	R Brown		**Update 23/12/2024** Being built into Membership Strategy work. **Update 18/3/2025** As above, pending date being set for Membership Strategy workshop. **Update 01/07/2025** Pending finalisation of M&E Strategy. Will be discussed by M&E Strategy working group and included on action plan. **Complete**	Green

M&E 25/01	01/04/2025	Consideration to be given to offering online meetings or hybrid meetings. Governors aware this will not apply to Full CoG meetings.	Membership & Engagement	None	01/07/2025	S Brook Shanahan		**Update 24/06/2025** Verbal update to be provided. **Update 02/07/2025** Hybrid meetings will not be offered, except in exceptional circumstances. Some meetings over the Winter period may be held via MS Teams only. **Complete**	Green
M&E 25/03	01/04/2025	Communications Team to review membership duties, in light of resignation of Communications Officer responsible for supporting membership and engagement agenda. Review pending Trust recruitment decision on recruitment to this vacancy. Governors to send ideas to Rich Brown where self-service possible.	Membership & Engagement	None	~~01/07/2025~~ ~~07/10/2025~~ Jan 2026	R Brown		**Update 01/07/2025** To be discussed at 01/07/2025 Meeting. **Update 03/07/2025** Conversations ongoing as part of Membership Engagement strategy development and refresh of Meet Your Governor **Update 30/09/2025** Ongoing as part of membership strategy development conversations	Amber
M&E 25/04	01/07/2025	Patient Experience Team to be invited to attend Governor Conference in September	Membership & Engagement	None	07/10/2025	S Brook Shanahan		**Update 04/07/2025** E-mail sent inviting PET to attend. **Update 10/09/2025** Governor Conference attended by Sally Whittlestone **Complete**	Green
M&E 25/05	01/07/2025	Governors to be invited to any events being held across the Trust as an opportunity for engagement with members	Membership & Engagement	None	07/10/2025	R Brown		**Update 03/07/2025** This will be included as part of the Membership Strategy Action Plan **Complete**	Green
M&E 25/06	01/07/2025	Working group to be established to refine the Membership Strategy, comprising of governors who express an interest in helping to shape this work.	Membership & Engagement	None	07/10/2025	R Brown		**Update 02/07/2025** E-mail sent to governors for expressions of interest. **Update 30/09/2025** Working groups have been ongoing; groups to continue until strategy is fully signed-off **Complete**	Green
M&E 25/07	01/07/2025	Rich Brown to reach out to Linda Dales to support Meet Your Governor (MYG) proposals from Governors.	Membership & Engagement	None	07/10/2025	R Brown		**Update 30/09/2025** Rich attending meetings attended by Linda Dales **Complete**	Green

Approvals

Membership and Engagement Meeting - Cover Sheet

Subject:	Making Every Contact Count	**Date:**	7th October 2025
Prepared By:	Holly Shuttleworth, Strategy and Partnerships Lead		
Approved By:	Paula Longden, Associate Director of Strategy and Partnerships		
Presented By:	Paula Longden, Associate Director of Strategy and Partnerships		

Purpose		
To provide a summary of the outputs from the Making Every Contact Count session at the annual Governor's Conference and set out the planned next steps for embedding this approach into the Governor role, where appropriate.	**Approval**	
	Assurance	
	Update	X
	Consider	X

Strategic Objectives					
Provide outstanding care in the best place at the right time	Empower and support our people to be the best they can be	Improve health and wellbeing within our communities	Continuously learn and improve	Sustainable use of resources and estates	Work collaboratively with partners in the community
	X	X	X		X

Identify which Principal Risk this report relates to:	
PR1 Significant deterioration in standards of safety and care	
PR2 Demand that overwhelms capacity	
PR3 Critical shortage of workforce capacity and capability	
PR4 Insufficient financial resources available to support the delivery of services	
PR5 Inability to initiate and implement evidence-based Improvement and innovation	
PR6 Working more closely with local health and care partners does not fully deliver the required benefits	
PR7 Major disruptive incident	
PR8 Failure to deliver sustainable reductions in the Trust's impact on climate change	

Committees/groups where this item has been presented before
N/A

Acronyms
MECC – Making Every Contact Count   SFH – Sherwood Forest Hospitals   CVS – Community Voluntary Sector   JSNA – Joint Strategic Needs Assessment

Executive Summary

A workshop session was held at the September Governor Conference on the Trust's Making Every Contact Count (MECC) programme. MECC is a health-promoting approach encouraging brief, everyday conversations about wellbeing. Governors' time, expertise, and community connections are recognised as vital to driving this agenda.

The session included:
- the strategic context for MECC
- an explanation of health inequalities and the Mid Notts population
- an exploration of how Sherwood Forest Hospitals (SFH) Governors can champion and embed MECC in their role across the hospital and its communities

This paper summarises the outputs of the session, proposed next steps and, in the Appendix, a one-page reference guide on MECC.

The session identified key themes as:
1. Resources for signposting
2. Training and confidence
3. Clarity around underserved groups in Mid-Nottinghamshire
4. Networks and influence
5. The role of staff governors

An update of the current position, long-term aim and areas for Governor support is highlighted for each theme.

Governors are asked to note the paper, review and make comments on the proposed actions and next steps.

Making Every Contact Count (MECC) – Governors' Role at SFH

Thank you to our Governors for the time, expertise and community connections you give to SFH. Your role is essential in championing health and wellbeing conversations across our communities.

Following the Governors Conference, we have identified common themes from the workshop:

1. Resources for signposting

For effective, meaningful conversations, practical resources, tools and signposting directories need to be developed to use when meeting patients and the public.
Short-term: we are developing resources and links with Place and CVS contacts.
Long-term: we will develop quick reference cards and an online governor resource page.
What we need from you: please share any local signposting ideas.

2. Training and confidence

Some governors told us they do not always feel confident starting MECC conversations.
Short-term we have explored training options including short video clips, e-learning, and training days, for those who are interested in taking an active role in embedding this approach at SFH.
Long-term,: we will launch a flexible training offer—short videos, MECC e-learning and optional face-to-face sessions.
What we need from you: indicate interest, preferred formats, and numbers for training.

3. Clarity around underserved groups

You highlighted the need to understand which groups in Mid-Notts would benefit most from MECC.
Short-term: we engaged public health colleagues and System data teams to propose proxy measures in identifying this population for Mid-Notts.
Long-term: we will work with partners to influence, where we can, the development of a Mid-Notts specific Joint Strategic Needs Assessment (JSNA) that will provide this information, in detail, for the population SFH serves.
What we need from you: support in refining local priority groups, from your own experiences.

4. Networks and influence

Governors bring rich community networks that can amplify MECC messages.
Short-term: we have mapped early examples using the information we have about our Governors.
Long-term: we will complete a full social network analysis and create a signposting directory.
What we need from you: details of the groups and networks you belong to, or work with.

5. Staff governors

Staff governors are well placed to spread MECC messages among SFH colleagues.
Short-term: we have identified opportunities within staff engagement programmes.
Long-term: we will integrate MECC into staff health and wellbeing offers.
What we need from you: ideas for reaching and motivating staff.

APPENDIX

Making Every Contact Count (MECC) – An Introduction for Governors

This reference document provides a reminder to our Governors to the Making Every Contact Count (MECC) approach, following the recent Governor's Conference; explaining its importance for Sherwood Forest Hospitals (SFH) and the communities we serve.

What is MECC?

MECC is a simple but powerful approach where everyday conversations become opportunities to support people in making positive changes to their physical health and mental wellbeing. It enables all of us to raise topics such as healthy eating, stopping smoking, physical activity, alcohol reduction, and mental wellbeing in a natural and supportive way.

Why MECC matters for SFH

As an acute hospital trust, SFH plays a vital role in improving population health and reducing health inequalities. MECC supports prevention and early intervention, aligns with the NHS Long Term Plan, and helps us to meet the needs of local people more effectively.

What are Health Inequalities

Health inequalities are the *unfair and avoidable differences in health* between different groups of people.
They affect:

- Health outcomes – e.g. differences in life expectancy, rates of heart disease, diabetes or mental illness.
- Access to services – e.g. how easily people can get GP appointments, screening or hospital care.
- Wider factors – like income, housing, education, employment, environment, discrimination and social connections.

The Governors' Role

Governors are trusted community representatives who meet patients, carers and members of the public regularly. You can help SFH to spread MECC messages and signpost people to services and community support, complementing the work of clinical teams.

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Council of Governors – Membership & Engagement Group - Cover Sheet

Subject:	Communications Feedback / Membership Activity	Date:	30 September 2025
Prepared By:	Rich Brown, Head of Communications		
Approved By:	Rich Brown, Head of Communications		
Presented By:	Rich Brown, Head of Communications		

Purpose			
To provide an update on membership engagement and activity for the last quarter, covering the period July 2025 to September 2025 inclusive.	**Approval**		
	Assurance	Y	
	Update		
	Consider		

Strategic Objectives					
Provide outstanding care in the best place at the right time	Empower and support our people to be the best they can be	Improve health and wellbeing within our communities	Continuously learn and improve	Sustainable use of resources and estates	Work collaboratively with partners in the community
Y	Y		Y	Y	Y

Principal Risk		
PR1	Significant deterioration in standards of safety and care	
PR2	Demand that overwhelms capacity	
PR3	Critical shortage of workforce capacity and capability	
PR4	Insufficient financial resources available to support the delivery of services	
PR5	Inability to initiate and implement evidence-based Improvement and innovation	
PR6	Working more closely with local health and care partners does not fully deliver the required benefits	
PR7	Major disruptive incident	
PR8	Failure to deliver sustainable reductions in the Trust's impact on climate change	

Committees/groups where this item has been presented before

None

Acronyms

AGM = Annual General Meeting
AMM = Annual Members' Meeting
NHS = National Health Service

Executive Summary

The appended report provides an update on membership engagement and activity for the last quarter, including updates on:

- **Member communications and engagement during the quarter**

- **An analysis of member representation is detailed in the report**

- **A brief look ahead to planned membership activity planned during the next quarter**

Membership communications and engagement activity

Trust hosts Annual General Meeting (AGM) and Annual Members' Meeting (AMM)

The Trust's Annual General Meeting and Annual Members' Meeting was held on Tuesday 16 September in the Education Centre at King's Mill Hospital.

The meeting welcomed dozens of Trust partners, governors, public members of the Trust, and members of the public to learn more about the Trust's achievements, performance and challenges from over the 2024/25 financial year gone by.

The AGM was preceded by a public *Improving Lives* event where attendees learned more about the Trust's services and future plans, as well as giving feedback to help shape Trust services.

Trust hosts second *Governors' Conference*

The Trust's second annual Governors' Conference took place at King's Mill Hospital on Tuesday 9 September.

The event was well-attended by Trust governors, with the event featuring inputs on the *NHS 10-Year Health Plan for England*, updates on trust performance from the Executive Team, an update on the Trust's work to drive-down violence and aggression towards trust staff, updates from the Sherwood Forest Hospitals Charity, and a workshop on how governors can support the Trust in 'making every contact count' through the engagement work they undertake.

Event feedback has been requested from those all attending, with a view to making future events even more effective.

Producing the *Trust Matters* e-newsletter

The Trust Communication team continues to produce a monthly *Trust Matters* e-newsletter that is sent to all public members of the Trust who have consented to being contacted by email. The latest edition was sent in mid-September, with the e-newsletter have been viewed 289 times.

The next edition is now being prepared for distribution in October 2025, with subsequent editions due to be shared in November and December 2025.

Reviewing *Meet Your Governor* activity and refreshing our membership and engagement strategy

No *Meet Your Governor* feedback forms have been shared with the Trust Communications Team during the past quarter, as governors' efforts have instead been focused upon reviewing the current format of *Meet Your Governor*. The Trust Communications Team continues to play an active part in those discussions.

Councillor Linda Dales is due to share a verbal update on this review at October's Council of Governors Membership and Engagement Forum meeting.

Coffee and Connect sessions

Members of the Trust have continued to be invited to a new series of patient engagement sessions that are being run by the Trust.

The Trust's new 'Coffee and Connect' online Patient and Carer Experience Forums have been launched by the Trust's Patient Experience Team as a welcoming space for patients and members of the public to give their views and share ideas on how to make visiting the Trust's hospitals a great experience for all.

The meetings will be held on the first Tuesday of every month at 4pm via Microsoft Teams. Patients, service users, carers and staff are all welcome to join and those attending can choose to attend one-off sessions or to the full programme of sessions.

Details of each session will continue to be emailed to each of the Trust's 3,000+ public members before each session.

The sessions are a good example of how Trust members can be engaged in patient engagement that is taking place in the wider trust – without having to generate additional activity for governors or the corporate services that support them.

Planned membership and engagement activity in 2025

2026 Council of Governor elections

Planning has continued to support the 2026 Council of Governor elections – a process that must conclude before a number of governors' terms of office expire on 6 July 2026.

Since the last Council of Governors Membership and Engagement Forum in July, a 'model elections' timeline has been requested from the independent company who ran the last Council of Governors election to understand the timings of preparations for the next election.

An update on this process will be presented at a future meeting of the Council of Governors Membership and Engagement Forum for information and assurance.

Member representation

The current public membership total stands at 3,680. A brief analysis of the gender, age demographics, ethnicity, socioeconomic groupings and constituencies is provided below:

- **Gender**
  Males are still underrepresented among the Trust's membership, with a total of 1,415 male members across all constituencies. Males currently make-up just 38.45% of the Trust's membership.

- **Age group**
  Just 84 (2.28%) of the Trust's membership are aged under 22, with young people remaining significantly underrepresented among the Trust's membership.

- **Ethnicity**
  Of the Trust's 3,111 public members who have declared their ethnicity, just 7.3% identify as non-white British. This compares to 13.40% across the East Midlands area who are classed as non-White British, according to 2021 Census data. There remain no members who identify as gypsies, despite the area having a notable gypsy population.

- **By public constituency**
  A breakdown of the Trust's membership by public constituency area was unavailable at the time this report was produced. A constituency breakdown from July 2025 is presented below for reference:

  - 2,239: Mansfield, Ashfield and surrounding wards
  - 834: Newark & Sherwood surrounding wards
  - 615: Rest of England
  - 5: Unassigned due to data quality issues; to be corrected

Appendix one of this report below contains a more comprehensive dashboard of public membership data.

Appendix one: Dashboard of public membership data

Data	Local population data by volume	Local Census data by (%)	Local Census data by (%), adjusted to remove under 16s	30/09/2025	
				Members	% of total membership
Total population	4,947,180	-	-	-	-
Total public members	-	-	-	3,680	-
Total members with email addresses (#)	-	-	-	-	-
Public membership breakdown by demographic					
Gender					
Male	2,449,272	49.51%	-	1,415	38.45%
Female	2,497,908	50.49%	-	2,162	58.75%
Transgender	-	-	-	1	0.03%
Unspecified	-	-	-	102	-
Age profile					
0-16	969,345	19.59%	-	1	0.03%
17-21	298,874	6.04%	7.51%	83	2.26%
22-29	489,649	9.90%	13.31%	122	3.32%
30-39	618,319	12.50%	19.39%	312	8.48%
40-49	584,196	11.81%	9.05%	306	8.32%
50-59	687,913	13.91%	11.66%	467	12.69%
60-74	825,787	16.69%	15.84%	995	27.04%
75+	473,097	9.56%	10.44%	1,008	27.39%
Not stated	-	-	-	386	10.49%
Ethnic Origin					
White - English, Welsh, Scottish, Northern Irish, British	3,883,712	78.50%	-	2,884	78.37%
White - Irish	28,729	0.58%	-	10	0.27%
White - Gypsy or Irish Traveller	3,556	0.07%	-	0	0.00%
White - Other	143,635	2.90%	-	54	1.47%
Mixed - White and Black Caribbean	40,443	0.82%	-	2	0.05%
Mixed - White and Black African	8,824	0.18%	-	7	0.19%
Mixed - White and Asian	21,723	0.44%	-	4	0.11%
Mixed - Other Mixed	15,343	0.31%	-	11	0.30%
Asian or Asian British - Indian	168,979	3.42%	-	29	0.79%
Asian or Asian British - Pakistani	48,941	0.99%	-	32	0.87%
Asian or Asian British - Bangladeshi	13,259	0.27%	-	6	0.16%
Asian or Asian British - Chinese	24,433	0.49%	-	6	0.16%
Asian or Asian British - Other Asian	37,936	0.77%	-	6	0.16%
Black or Black British - African	41,801	0.84%	-	44	1.20%
Black or Black British - Caribbean	28,926	0.58%	-	6	0.16%
Black or Black British - Other Black	10,807	0.22%	-	4	0.11%
Other Ethnic Group - Arab	9,747	0.20%	-	0	0.00%
Other Ethnic Group - Any Other Ethnic Group	15,999	0.32%	-	6	0.16%
Not stated	400,387	8.09%	-	569	15.46%