Council of Governors Membership and Engagement Group Meeting

AGENDA

Date: **Tuesday 1st April 2025**
Time: **17:30 – 19:00**
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.	**Communications Feedback / Membership Activity** Rich Brown, Head of Communications	Assurance	Enclosure 4
5.	**Meet Your Governor** Rich Brown, Head of Communications	Assurance	Presentation
6.	**Feedback from Governors** Chair / All	Update	Verbal
7.	**Any Other Business**		Verbal
8.	**Date of Next meeting** **Date:** 1st July 2025 **Time:** 17:30–19:00 **Venue**: Boardroom, Level 1, King's Mill Hospital		

COUNCIL OF GOVERNORS - MEMBERSHIP & ENGAGEMENT ACTION TRACKER

7th January 2025

Sherwood Forest Hospitals NHS Foundation Trust

Outstanding Care, Compassionate People, Healthier Communities

Present: L.Barrett (Chair), A.Jackson, B.Eddy, D.Walters, J.Stubbings, J.Dove, K.Stewart, L.Dales, N.Cooper, P.Kirby, P.Gregory, S.O'Neill, S.Brook Shanahan, R.Brown, G.Ward, C.Kirk

Apols: D.Wilson, I.Holden, J.Wyatt, N.Slack, R.Scott, S.Musson, T.Burton, V.Desai

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 23/19	03/10/2023	Aims and objectives for Trust membership to be discussed at the next Governor Forum	Membership & Engagement	None	~~09/01/2024~~ ~~02/07/2024~~ ~~01/10/2024~~ ~~Jan 2025~~ 01/07/2025	R Brown / S Brook Shanahan		**Update 09/01/2024** To be included as a topic for discussion at the governor conference on 16th April 2024. Review action at July meeting **Update 10/07/2024** Membership Strategy on agenda for July M&E meeting **Update 16/07/2024** Membership Strategy to be developed **Update 26/09/2024** In-train with Membership Strategy being developed **Update 18/3/2025** Callout made for governors to join strategy working group. Awaiting	Amber
M&E 23/23	03/10/2023	Consider having "You said, We did" posters / digital display boards in main public areas of hospital.	Membership & Engagement	None	~~02/07/2024~~ ~~01/10/2024~~ ~~Jan 2025~~ 01/07/2025	R Brown		**Update 09/01/2024** To be included in discussion relating to Meet Your Governor at the governor conference on 16th April 2024. **Update 10/07/2024** Action to be carried forward - to be considered from outcomes of 'Hot topics' work **Update 17/07/2024** **Governors are requested to submit any positive examples of change to Rich Brown** **Update 26/09/2024** No information received. Will be picked-up as part of Membership Strategy work. **Update 18/3/2025** As above, pending date being confirmed for working group.	Amber
M&E 24/04	16/07/2024	Consider engaging with local radio to promote membership of the Trust - Peter Gregory to provide contact details for someone at Newark Radio	Membership & Engagement	None	~~01/10/2024~~ ~~Jan 2025~~ 01/07/2025	R Brown		**Update 17/07/2024** Contact details provided by Peter Gregory to Rich Brown, who will engage with Newark radio station **Update 26/09/2024** Rich will engage with Newark Radio as part of Membership Strategy and future governor recruitment efforts **Update 18/3/2025** Action ongoing: Newark Radio approached to promote governor elections, which they did. Newark Radio will continue to be engaged as part of ongoing governor work	Amber

M&E 24/06	16/07/2024	Working group to be established to develop Membership Strategy	Membership & Engagement	None	~~01/10/2024~~ 01/07/2025	R Brown		**Update 26/09/2024** Verbal update to be provided to the meeting on 1st October 2024 **Update 18/3/2025** Callout made for governors to join strategy working group. Awaiting response from governors to identify date.	Amber
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. **Verbal update to be provided to meeting on 01/04/2025**	Amber
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	R Brown		**Update 23/12/2024** Request made to Civica; awaiting response. **Update 18/3/2025** Action on-hold. Trust exploring exit plan for Civia to save circa £15,000pa. Communications Team to action this once replacement system has been identified/implemented.	Grey
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.	Amber

Approvals

Council of Governors – Membership & Engagement Group - Cover Sheet

Subject:	Membership and engagement report	Date:	1st April 2024
Prepared By:	Andros Navarro, Communications Officer		
Approved By:	Rich Brown, Head of Communication		
Presented By:	Rich Brown, Head of Communication		

Purpose					
To provide an update on membership engagement and activity for the last quarter.			Approval		
			Assurance		X
			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
			X		X

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
Not applicable

Acronyms
None used

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 • Trust Governor elections period • An analysis of member representation is detailed in the report • A brief look ahead to planned membership activity planned during the next quarter

Member communications and engagement

The Trust Communication Team continues to produce a monthly *Trust Matters* e-newsletter that is sent to all members of the Trust who have consented to being contacted by email. Editions over the last current quarter have been sent in January and February, with March's edition underway.

The Trust Communication Team has also supported governors with facilitating 'Meet Your Governor' events during February and March across the Trust's hospitals. Feedback from those events has been fed back to the Director of Corporate Affairs via the Corporate Secretariat for consideration, analysis and reporting.

Engaging Trust members in upcoming Trust and Staff Governors elections

Since the start of the year, we have been working to raise awareness of the upcoming governor elections and encouraging members to update their membership profiles with a valid email address in order to participate in the elections.

Membership data cleansing

Following the decision to hold this election fully digitally to avoid printing and postage costs for voting ballots and minimise financial costs, we have taken steps to ensure our Trust members are aware of this and register an email address to their membership profile.

Actions taken so far have included:

- Press release on "[Become a Governor at Sherwood Forest Hospitals and make a difference](#)" which invited members to stand as a governor and asked members to ensure they have a valid email on their membership profile to part take in the voting.

- Issuing a press release titled *"Become a Governor at Sherwood Forest Hospitals and Make a Difference"*, which invited members to stand as a governor and encouraged them to ensure they had a valid email address on their membership profile to participate in the voting.

- Sending text and WhatsApp messages to all members who had a mobile phone number registered, informing them of the need to add an email address to their profile.

- Working with the volunteers' team, who supported us by calling members with no registered email or mobile phone number.

- Posting on social media with a clear call to action, asking members of the public to register in order to take part in the election.

- Hosting *Meet Your Governor* sessions at our three hospital sites and during the latest *Step into the NHS* event.

Before these actions, the total number of members with registered email addresses was 3,533.

Following these efforts, we have successfully updated membership profiles and attracted new members, bringing the total number of members with registered emails to 3,674.

Appendix 1 contains information on membership demographics following the purge. This data will be refined and presented at the Council of Governors Membership and Engagement forum.

Promoting Governor nominations

To maximise Governor nominations, we have shared information about the election across all our physical and digital channels, including resources on where to find out more and how to register to stand as a Governor. So far, we have printed A4 posters, displayed them across our sites, and provided our Governors with additional copies to distribute widely.

We have also updated our digital channels, including digital signage, newsletters, blogs, and Team Brief, as well as our Governors and Membership websites. Additionally, we have worked with the media to secure coverage across local news outlets, including radio.

To help mitigate Governors stepping down from their roles during the election process, we have hosted three seminars, both in person and online, where members of the public and staff interested in the role could learn more about the responsibilities of a Governor.

These actions have resulted in the following breakdown of vacancies vs. nominations received:

Constituency	Number of vacancies	Confirmed nominations received	Outcome
Mansfield, Ashfield & surrounding wards	5	6	Contested constituency
Newark & Sherwood & surrounding wards	2	2	Uncontested seats; appointments direct to each seat
Rest of England	1	0	Vacancy to be carried to next election in June 2026
Staff	2	5	Contested constituency

Member representation

The current public membership total stands at 13,355, compared to the 13,284 that we reported in December 2024. This represents an increase in the Trust's membership, following our actions to promote the upcoming Trust Governors election.

Out of the 13,355 members, 3,674 members have a valid email registered on their profile.

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 4,668 male members across all constituencies. Males currently make-up just 35% of the Trust's membership.

- **Age group**
  Less than 0.7% 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 13,355 public members who have declared their ethnicity, just 352 (2.63%) identify as non-white British. This compares to 13.4% across the East Midlands area who are classed as non-White British, according to 2021 Census data.

- **By public constituency**
  A breakdown of the Trust's membership by public constituency area is provided below:

  - 10,103: Rest of East Midlands
  - 3,102: Newark and Sherwood
  - 128: Rest of England
  - 22: Out of Trust area

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

Membership moving forward plan

Following the decision to proceed with a fully digital election to avoid adding financial pressure to our Trust, we will be updating our membership database and removing members who are unable to engage digitally.

As future membership communications will no longer be delivered by post due to associated costs, this change is necessary.

The table below provides a side-by-side comparison of how our demographic numbers will be affected following these actions.

Elsewhere, 'business as usual' communications activity will continue over the next quarter, including by the Communications team:

- Continuing to issue monthly *Trust Matters* e-newsletters to keep the Trust's members updated about the work of Sherwood Forest Hospitals.

- Continuing to support governors with holding *Meet your Governor* events each month.

Governors have now been approached by the Head of Communication to arrange the working group to establish the membership and engagement strategy for the Trust.

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	24/03/2025 WITH EMAILS		24/03/2025 WITHOUT EMAILS		Members lost following database cleanse
				#	% of total membership	#	% of total membership	
Total population	4,947,180	-	-	-	-	-	-	-
Total public members	-		-	13,355	72.49%	3,674	0.00%	9,681
Total members with email addresses (#)	-	-	-	3,674	27.51%	3,674	100.00%	-
Breakdown by consituency	**Population by constituency**							
Rest of East Midlands	-	-	-	10,103	75.65%	2,765	75.26%	7,338
Newark and Sherwood	-	-	-	3,102	23.23%	857	23.33%	2,245
Rest of England	-	-	-	128	1.00%	38	1.00%	90
Out of Trust area	TBC	-	-	22	0.16%	13	0.35%	9
Public membership breakdown by demographic								
Gender								
Male	2,449,272	49.51%	-	4,668	34.95%	1,417	38.57%	3,251
Female	2,497,908	50.49%	-	8,472	63.44%	2,153	58.60%	6,319
Transgender	-	-	-	1	0.01%	1	0.03%	0
Unspecified	-	-	-	216	-	103	-	113
Age profile								
0-16	969,345	19.59%	-	6	0.04%	5	0.14%	1
17-21	298,874	6.04%	7.51%	81	0.61%	81	2.20%	0
22-29	489,649	9.90%	13.31%	192	1.44%	133	3.62%	59
30-39	618,319	12.50%	19.39%	901	6.75%	297	8.08%	604

40-49	584,196	11.81%	9.05%	832	6.23%	296	8.06%	536
50-59	687,913	13.91%	11.66%	1,727	12.93%	487	13.26%	1,240
60-74	825,787	16.69%	15.84%	3,676	27.53%	1,010	27.49%	2,666
75+	473,097	9.56%	10.44%	4,929	36.91%	975	26.54%	3,954
Not stated	-	-	-	1,013	7.59%	390	10.62%	623
Ethnic Origin								
White - English, Welsh, Scottish, Northern Irish, British	3,883,712	78.50%	-	11,623	87.03%	2,891	78.69%	8,732
White - Irish	28,729	0.58%	-	50	0.37%	10	0.27%	40
White - Gypsy or Irish Traveller	3,556	0.07%	-	0	0.00%	0	0.00%	0
White - Other	143,635	2.90%	-	111	0.83%	54	1.47%	57
Mixed - White and Black Caribbean	40,443	0.82%	-	5	0.04%	2	0.05%	3
Mixed - White and Black African	8,824	0.18%	-	10	0.07%	7	0.19%	3
Mixed - White and Asian	21,723	0.44%	-	10	0.07%	4	0.11%	6
Mixed - Other Mixed	15,343	0.31%	-	16	0.12%	11	0.30%	5
Asian or Asian British - Indian	168,979	3.42%	-	54	0.40%	29	0.79%	25
Asian or Asian British - Pakistani	48,941	0.99%	-	27	0.20%	20	0.54%	7
Asian or Asian British - Bangladeshi	13,259	0.27%	-	9	0.07%	6	0.16%	3
Asian or Asian British - Chinese	24,433	0.49%	-	14	0.10%	6	0.16%	8
Asian or Asian British - Other Asian	37,936	0.77%	-	19	0.14%	6	0.16%	13
Black or Black British - African	41,801	0.84%	-	45	0.34%	41	1.12%	4
Black or Black British - Caribbean	28,926	0.58%	-	17	0.13%	6	0.16%	11
Black or Black British - Other Black	10,807	0.22%	-	6	0.04%	4	0.11%	2
Other Ethnic Group - Arab	9,747	0.20%	-	0	0.00%	0	0.00%	0
Other Ethnic Group - Any Other Ethnic Group	15,999	0.32%	-	9	0.07%	6	0.16%	3
Not stated	400,387	8.09%	-	1,332	9.97%	571	15.54%	761