

Council of Governors Membership and Engagement Group Meeting

AGENDA

Date: Tuesday 10th January 2023

Time: 17:30 – 19:00

Venue: MS Teams

No	Item	Status	Paper
1.	Chair's Welcome and Apologies for Absence <i>Quoracy check: (Minimum of 3 Governors, 1 of whom must be a public Governor, and 1 Trust Officer (from Communications) in attendance)</i>	Agree	Verbal
2.	Declarations of Interest <i>To declare any pecuniary or non-pecuniary interests</i> Chair	Declaration	Verbal
3.	Action Tracker Chair	Approve	Enclosure 3
4.	Communications Feedback / Membership Activity Head of Communications	Assurance	Enclosure 4
5.	Proposed Governors and Membership Communications Approach Head of Communications	Assurance	Enclosure 5
6.	Engagement with the Wider Public Chair	Update	Verbal
7.	West Notts College/SFHFT careers event Chair	Update	Verbal
8.	Meet Your Governor Feedback Shirley Higginbotham – Director of Corporate Affairs • Engagement in Meet Your Governor Sessions Chair	Assurance Update	Presentation Verbal
9.	Feedback from Governors Chair / All	Update	Verbal
10.	Any Other Business		Verbal
11.	Date of Next meeting Date: 4 th April 2023 Time: 17:30–19:00 Venue: Boardroom, Level 1, King's Mill Hospital		

COUNCIL OF GOVERNORS - MEMBERSHIP & ENGAGEMENT ACTION TRACKER
4th October 2022

Present: S.Holmes (Chair), I.Holden, J.Stubbings, J.Wyatt, N.Cooper, N.Slack, L.Barrett, N.Whitworth, J.Aleander (Lead Governor for Notts Healthcare), S.Higginbotham, C.Ward, R.Brown, S.Bradshaw (Actions)

Apols: C.Whitby, J.Wood, M.Longdon, V.Desai

Absent: A.Mackie, D.Walters, J.Doddy, L.Dales, M.Huskinson, R.Scott

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 22/04	12/07/2022	Communications Team weekly activity updates to be shared with governors	Membership & Engagement	None	31/07/2022	R Brown		Update 26/09/2022 Updates are circulated to the governors Complete	Green
M&E 22/05	12/07/2022	Consider how governors can engage with, and seek the views of, constituents and the wider public re: system working	Membership & Engagement	None	04/10/2022	S Holmes		Update 04/10/2022 Complete	Green
M&E 22/06	12/07/2022	Explore joint projects for governors of SFHFT, Nottinghamshire Healthcare and Doncaster & Bassetlaw Hospitals	Membership & Engagement	None	04/10/2022	S Holmes		Update 04/10/2022 Complete	Green
M&E 22/07	12/07/2022	Explore the possibility of governors feeding into the work West Notts College are undertaking on the Bellamy Road estate	Membership & Engagement	None	04/10/2022	S Holmes	N Slack	Update 04/10/2022 Complete	Green
M&E 22/08	12/07/2022	Take lessons learned from the work on the Bellamy Road estate and consider how the work could be replicated elsewhere, working in partnership with Place Based Partnership (PBP)	Membership & Engagement	None	04/10/2022	S Holmes		Update 04/10/2022 Complete	Green
M&E 22/09	12/07/2022	Explore how governors can get involved with 'Smoking Free Nottinghamshire'	Membership & Engagement	None	04/10/2022	S Holmes	J Doddy	Update 04/10/2022 Sue Holmes to make contact with John Doddy UPDATE REQUIRED	Red
M&E 22/10	12/07/2022	Consider contacting Nottinghamshire County Council Youth Service to engage with youth forums to encourage more young members and potential governors	Membership & Engagement	None	04/10/2022	S Holmes		Update 04/10/2022 Sue Holmes to follow up UPDATE REQUIRED	Red
M&E 22/12	04/10/2022	Key messages document to be refreshed	Membership & Engagement	None	10/01/2023	R Brown		Update 04/01/2023 Not yet complete. On Communications Team work programme.	Amber
M&E 22/13	04/10/2022	Materials for events to be reviewed	Membership & Engagement	None	10/01/2023	R Brown		Verbal update to be provided to meeting on 10th January 2023	Amber
M&E 22/14	04/10/2022	Possibility of having a stall on Newark Market to be investigated	Membership & Engagement	None	10/01/2023	S Holmes	N Whitworth	Complete	Green
M&E 22/15	04/10/2022	List of schools and colleges in Newark to be compiled	Membership & Engagement	None	10/01/2023	S Holmes	N Whitworth	Update 03/01/2023 List compiled Complete	Green

Approvals

Council of Governors – Membership & Engagement Group Cover Sheet

Subject:	Membership activity		Date: 10 th January 2023	
Prepared By:	Deborah Dowsing, Communications Officer and Christine Moody Communications and Membership Officer			
Approved By:	Rich Brown, Head of Communications			
Presented By:	Rich Brown, Head of Communications			
Purpose				
The report details membership engagement and activity for the last quarter.			Approval	
			Assurance	X
			Update	
			Consider	
Strategic Objectives				
To provide outstanding care	To promote and support health and wellbeing	To maximise the potential of our workforce	To continuously learn and improve	To achieve better value
		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	Failure to achieve the Trust's financial strategy			
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.				
Executive Summary				
<p>Introduction The quarterly report is intended to provide an overview of membership engagement and activity during the last quarter, specifically looking at membership representation.</p> <p>Member communications and engagement The report details member engagement activities which have taken place during the last quarter. The report details content highlights of the most recent issues of Trust Matters.</p> <p>Member representation An analysis of member representation is detailed in the report.</p> <p>Membership forward plan Future membership engagement and activity is detailed in the report.</p> <p>The report is open to suggestions of improvement on purpose and content.</p>				

Membership and engagement group Quarterly report

January 2023

1 Background

Over the past two-and-a-half years the focus has been on member engagement as opposed to recruitment. A conscious effort has been made to collect more member email addresses in order to streamline member communications, with members being given an opportunity to identify their preferred methods of communication and engagement, either through active or observing member status.

Work has been ongoing to build representation and increase engagement in the 16-22 years age group with collaborative working links being forged with local colleges and education providers, as well as an upcoming 'Step into the NHS' event as it has been noted that members aged 16 to 25 make up just 1% of the trust's membership (128 members).

2 Member communications and engagement

2.1 Member engagement

Sue Holmes and other Governors have been handing out NHS careers books at MYG events and other external events they have attended in order to encourage youth membership. The youth forum has been reinstated, with a member of this forum currently working in the comms team. This will give the team valuable insights into the thoughts and feelings of local people in the 16-25 age bracket and aid the team to come up with a strategy to further increase membership in young people within the area.

The Trust recently signed a compact with West Nottinghamshire College where they agreed to work collaboratively in order to give training, education and employment opportunities to local people and have also been featuring weekly on the 'NHS Show' which is broadcast on Mansfield 103.2. All of the above will increase awareness of the Trust within the local population.

2.2 Member communications

Trust Matters continues to be sent electronically to members monthly. The average open rate is around 38%. This figure was 19% in the last quarter.

3 Representation

The current public membership total stands at 14,102, which is a decrease from last quarter, which stood at 14,194.

Overall analysis of gender, age group, ethnicity, socioeconomic groupings and constituencies revealed the following:

- Gender – Males are still the most underrepresented gender with a total of 4994 male members across all constituencies.
- Age group – 16–21-year-olds are the most under-represented age group. The total number of members in this category is 50. This is an increase of 17 from last quarter
- Ethnicity – Members of mixed ethnicity are currently the most under-represented with a total of 30 members from this category.
- Analysis of membership by constituency shows that the most under-represented areas are, Out of Trust Area and the Rest of England.

Current breakdown by area is:

4,306 – Mansfield (lq:4,322)
4,187 – Ashfield (lq: 4,205)
3,276 – Newark and Sherwood (lq: 3,295)
2,191 – Rest of East Midlands (lq: 2,208)
17 – Out of Trust area (lq: 40)
125 – Rest of England (lq: 124)

4 Membership forward plan

As stated, the current focus for communications is on operational issues relating to the current surge in Covid-19 cases in the community and the subsequent increase in admissions to our hospitals. There is, however, an acknowledgement that the Trust needs to continue with its wider stakeholder and partner engagement as soon as practicable.

The next edition of Trust Matters is scheduled to go out 6 January 2023.

Meet Your Governor – Analysis August - December 2022

Shirley A Higginbotham



Meet Your Governor - Sessions

Total Number of Sessions:

Kings Mill Hospital	16
Newark Hospital	11
Mansfield Community Hospital	1



Meet Your Governor - Comments

Number of people spoken to: 260 (recorded)

Positive comments

Patient and Public 162

Negative Comments

Patient and Public 98

New members 14



Meet Your Governor – Positive Themes

Care and Treatment

- Maternity
- Diagnostics
- Vaccination Centre

Praise for staff and volunteers

General praise for hospital

Cleanliness

Quality of meals



Meet Your Governor – Negative Themes

Car Parking

- Charges
- Availability of disabled spaces
- Drop off point - KMH

Clinics

- Waiting Times

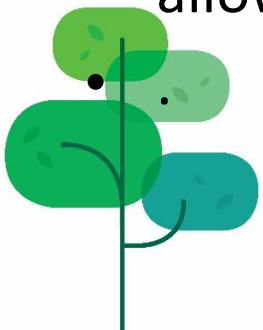
Patient Communication

- Information on appointment letters – incorrect
- Information on appointment letters – no directions
- No one answering phones for clinic appointments



Car Parking - Response

- **Cost** for visitors is in line with the regional benchmark for neighbouring acute Trusts noting that the Trust has a high guaranteed income stream relating to the car parking to the PFI Project Co. as part of the original contract.
- **Disabled bays** - Our able bodies to disabled bays at KMH and Newark are compliant with national guidelines.
- **Drop off point KMH** - We are working to improve the 'drop off facility' at KMH which may help congestion at peak times and allow lesser able patients to set down more easily.



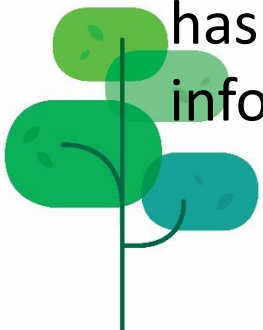
Communication

Clinics

- Waiting Times – the screens in clinics are to be enabled to show waiting times

Patient Communication

- Information on appointment letters – incorrect – over 600 template letters, a task and finish group with a clinical lead has been established to review, reduce and ensure correct information and directions are included as appropriate



Meet your Governor - attendees

- **Kings Mill Hospital** 16
 - Sue Holmes 5
 - Liz Barratt 1
 - Neal Cooper 1
 - Justin Wyatt 1
 - Michael Longdon 2
 - John Wood 3
 - Vikram Desai 1
 - Jane Stubbings 2
- **Newark Hospital** 11
 - Ann Mackie/ Linda Dales 6
 - Ian Holden 5
- **Mansfield Community Hospital** 1
 - Liz Barratt 1



Other Events

August 2022

- Ashfield Show – Sue Holmes
- Party in the Park – Craig Whitby, Neal Cooper

September 2022

- Flintham Show – Ian Holden (12 new members)

Overall comments positive, need more 'exciting' marketing materials, most people unaware of membership or governors, need to increase profile



Meet your Governor – next steps



Sherwood Forest Hospitals
NHS Foundation Trust

Over to you

