

Report to the Trust Council of Governors: 6 February 2016

Title	Appendix 6.2 Governor Working Group – Membership Development and Communications
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Report Purpose	For information

This report summarises the items discussed at the last meeting of the Governor Working Group for Membership Development and Communications, held on 18 January 2016.

The purpose of the group is to oversee the delivery of the Foundation Trust’s Membership Development Strategy, including membership recruitment and engagement.

Ms Allen will highlight the Foundation News Magazine

Medicine for Members

The next Medicine for Members event will be held at the end of March, 2016. The theme of the event will be Trust actions and efforts in being a “dementia friendly” care provider, including the “butterfly scheme,” what Estates is doing, and so on.

After discussion, the Group agreed that the focus of Medicine for Members presentations should retain a medical focus, as this is what our membership desires as evidenced by membership turnouts at the events. Topics relating to business planning, finance, and other non-medical topics would be appropriate for the Annual Members’ Meeting or other membership endeavours.

Elections

The number of members who stood for the last election was gratifying.

The turnout (number of members casting votes) was lower than the previous election. This has been discussed with Election Reform Services and possible reasons for the lower turnout have been highlighted with further investigation to be undertaken. Ways to increase the turnout for the June 2016 election are being considered.

Foundation News Magazine

The next issue of the Foundation News Magazine is targeted for publication at the end of February 2016. The articles will have a mixture of topics and we have received positive feedback about the changes in the magazine’s format and appearance.

The articles are written by people from the Trust, and it is very helpful to have proof reading done by Governors for “reader friendliness” and clarity of the articles’ content. We would very much appreciate Governors’ participation in this activity.

Membership Development Strategy

The Membership Development Strategy is being updated and will be circulated to Governors for comments. Governors are encouraged to assist the Membership Development and Communications Governor Working Group by sharing ideas regarding increasing the membership and membership development.