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| <b>Report to the Trust Council of Governors: 4 February 2015</b> | <b>Paper No: 5.2</b> |
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| <b>Title</b>          | <b>Governor Working Group – Membership Development and Communications</b> |
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| <b>Report Purpose</b> | <b>For information</b>  |

**This report summarises the items discussed at the last meeting of the Governor Working Group for Membership Development and Communications, held on 19 January 2015.**

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

**The three key headlines from the report for discussion are:**

- 1. Membership Development Strategy**
- 2. Medicine for Members**
- 3. Foundation News Magazine**

The Governor Working Group for Membership Development and Communications met on 19 January 2015. The report highlights key work areas of the Group.

### **Membership Development Strategy**

The Group will continue to focus on membership recruitment (especially in geographical areas and age groups that are under-represented.) Raising members' awareness of, and engagement and participation in Trust and Membership activities is an equally important goal.

Recent membership engagement activities include:

#### Radiology Review – November 2014

Members were invited to get involved and attend a focus group or provide feedback on the Trust's Radiology Service which was undergoing a review. Members had the opportunity to provide their views on the current service and make suggestions for potential changes and improvements.

#### Research Website Workshop – December 2014

Members were invited to attend a Research Website Workshop to help the Trust's Research Team decide on the design and content of a web page for patients, public and staff

Forthcoming membership engagement activities include:

#### Quality Account Stakeholder Event – February 2015

Members are invited to attend a Quality Account Stakeholder Event on Thursday 5 February. The Quality Account provides information to the public on the quality of the Trust's services, to demonstrate progress and improvements from last year and to inform patients and the wider public of Trust priorities for next year.

#### Values and behaviours framework – February 2015

The Trust has recently commenced a project to identify the values and behaviours for the organisation. Members are invited to attend a session to help develop questions to put to prospective new staff members which reflect the values and behaviours that matter to you.

Membership leaflets have been distributed to a variety of locations including GP practices, and across community premises where the Trust provides services to patients. The Harrogate Hospital Radiology Department waiting area screen advertises Trust Membership.

The Working Group continues to identify additional means of attracting new members. Expanded venues for leaflet distribution and personal interaction with the public *might* include meeting with community clubs and groups, attending community "coffee mornings," having a stand at town markets, having a stand in heavily frequented locations like Valley Gardens, Harrogate Sainsburys blood test service and placing leaflets in mobile libraries. Engagement of all Governors in recruiting members from one's own contacts is needed and appreciated.

Notification of the public Council of Governors' meeting is now being posted on Twitter.

### **Medicine for Members**

The next event's speaker is Dr. Ros Tolcher; and the topic will be her vision of the long term big picture for the Trust. The date has not yet been set, pending the early March date for a public event re: the Foundation Trust's plan for the next year. (All public are welcome to this event.)

### **Foundation News Magazine**

The magazine has been delayed due to being out to tender. Ideas for topics and articles from all Governors are welcomed and appreciated.