

Report to the Trust Council of Governors: 16 May 2015

Title	Appendix 5.2 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 13 April 2015.

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 provide an overview of the Group.

Membership Development Strategy

The Group will review the complete Development Strategy each year and a review was initiated at the meeting. Amendments will be reported to the Council of Governors in a timely manner when they arise. It was decided to keep the Membership target number at 17,500 and this will be reviewed in 2016.

Membership Development Action Plans

The Action Plans were reviewed. Following a suggestion from our new Stakeholder Governor, Mrs Parker, Mrs Colvin met with Maternity colleagues and they will include membership leaflets in their patient information packs. A membership stand will be included in the event to celebrate the Maternity Unit refurbishment. Other membership recruitment activities continue.

Membership Engagement

Medicine for Members

The next event will be held on 18 May (6-7:15 pm) and again on 19 May (11 am - 12:15 pm).

Dr Ros Tolcher will be talking about 'Transforming Health and Social Care for local people in Harrogate and District'. The Emergency Department will also talk about recent media coverage regarding waiting times in Emergency Departments across the country and how we are driving forward improvements in Harrogate.

Members can book a free place online using Eventbrite, an online registration platform, in addition to the option to call or email the Foundation Trust Office.

Foundation News Magazine

Edition 14 has now been published in the new format and the Group are receiving positive feedback.

To encourage further engagement and communication with members, a notice board will be available at the next Annual Members' Meeting where members can post their thoughts and suggestions.