<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Membership Working Group Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>For decision.</td>
</tr>
<tr>
<td><strong>History</strong></td>
<td>Verbal update to meeting on 28 April 2016</td>
</tr>
</tbody>
</table>
Membership Working Group Recommendations

1. Introduction

1.1. At its meeting on 21 October 2015 the Council of Governors agreed to form a Membership Working Group to review issues in relation to the recruitment and engagement of the Trust’s membership and to make recommendations to the Council of Governors.

1.2. Following a verbal update at the Council’s April meeting, this paper outlines the activities that have been carried out by the Group and provides the Group’s recommendations to the Council.

2. Membership Working Group Activities

2.1. If no recruitment action is taken then numbers can reduce fairly quickly due to members moving away from the area or dying. As a result continual active recruitment is required in order to maintain membership numbers. It is helpful for all governors to be aware of the networks they have which they can use to promote membership.

2.2. It is recommended that the Trust focus on developing a diverse, representative and active membership rather than working solely to increase numbers. This is believed to be consistent with the approach which NHS Improvement has been moving towards. The Governors’ Web Forum now includes information about the number of members for each constituency with a demographic breakdown of these.

2.3. It is also recommended that the Trust builds the engagement responses received from governor and membership engagement activities into its quality reporting processes and that feedback is shared with staff to acknowledge positive and negative experiences.

2.4. New membership recruitment materials (forms, posters, banners and flags) have been designed with input from the Membership Working Group. It is hoped that we will be able to get posters displayed in GP surgeries. This has proved difficult in the past and it is suggested that this might be more successful as a personal approach from a local governor.

2.5. An ‘Events’ section is now available on the Governors’ Web Forum to ensure that governors can see those events where the Trust is intending to recruit members and to allow them to volunteer to attend if available.

2.6. A governors’ information pack has been prepared, including generic governor business cards which include key information such as PALS contact details.

2.7. Roger Morgan has carried out a pilot survey of members within the ‘Rest of England and Wales’ constituency. Learning from this will be used to inform future surveys of the Trust’s membership which may be carried out.

2.8. Staff governors are currently establishing their roles and have no formal arrangements in place for engagement with staff members. This is something which staff governors will wish to consider. These might take the form of open surgeries for staff or through being available at the start and finish of shifts.

2.9. The Group has been reviewing the Membership Strategy and will present a revised version for approval to the October meeting of the Council of Governors. This should be the final business of this Group before its functions are taken on by the Membership, Patient Experience and Quality Committee.
3. Recommendations

3.1. Governors are asked to be aware of the local and personal networks which they can use to promote membership.

3.2. It is recommended that governors try to support recruitment and membership events that are being attended by the Trust to ensure that governors have a presence at these. The OX5 Run and Race for Life are particularly highlighted as events where recruitment has previously been very successful and where additional support would be of particular value. (As noted in paragraph 2.2, information is available which highlights gaps in our membership diversity that we would aim to address.)

3.3. It is proposed that a rolling programme of governor presence on different Trust sites is instituted to support recruitment and engagement. This would assist both with recruitment and in raising the profile of governors and would take the form of a prominent stand with banners and recruitment materials such as has been used previously for recruitment by the Membership Office. Governor availability for these is being sought and a rota for staffing the stand will be drawn up on this basis.

3.4. It is recommended that governors should be encouraged to wear their governor badges at Trust events and meetings in order to raise the profile of governors. However they should not do so when acting as a patient or carer.

3.5. It is considered important that governors have a presence at the AGM and, depending on the format selected for this, it is suggested that a governor is placed on each table. It is suggested that two governors are nominated to be points of liaison regarding arrangements for the AGM as these are developed.

3.6. It is suggested that future membership surveys should build on what has been learnt in carrying out the ‘Rest of England and Wales’ pilot.

3.7. Public Engagement Training is available from NHS Providers which may be useful for governors who have a particular interest in this area. It is recommended that following the formation of the Membership, Patient Experience and Quality Committee one or two of its members are nominated to attend this training.

3.8. The Council of Governors is asked to approve these recommendations.

Teresa Allen
Chair of the Membership Working Group
June 2016