

Council of Governors Membership and Engagement Group Meeting

AGENDA

Date: Tuesday 7th January 2025

Time: 17:30 – 19:00

Venue: Boardroom, Level 1, King's Mill Hospital

No	Item	Status	Paper
1.	Chair's Welcome and Apologies for Absence Quoracy check: (Minimum of 3 Governors, 1 of whom must be a public Governor, and 1 Trust Officer (from Communications) in attendance)	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 Rich Brown, Head of Communications	Assurance	Enclosure 4
5.	Meet Your Governor Rich Brown, Head of Communications and Kevin Stewart, Hot Topic Lead (Discharge)	Assurance	Included in Enclosure 4
6.	Feedback from Governors Chair / All	Update	Verbal
7.	Any Other Business		Verbal
8.	Date of Next meeting Date: 1 st April 2025 Time: 17:30–19:00 Venue: Boardroom, Level 1, King's Mill Hospital		

COUNCIL OF GOVERNORS - MEMBERSHIP & ENGAGEMENT ACTION TRACKER
1st October 2024

Present: L.Barrett (Chair), D.Wilson, I.Holden, J.Stubbings, J.Wyatt, K.Stewart, N.Cooper, P.Kirby, P.Gregory, S.Brook Shanahan, R.Brown, S.Bradshaw (Actions)

Apols: A.Jackson, B.Eddy, D.Walters, J.Dove, J.Wood, N.Slack, S.Musson, S.O'Neill, T.Burton, V.Desai

Absent: L.Dales, R.Scott

Key

Red	Action Overdue
Amber	Update Required
Green	Action Complete
Grey	Action Not Yet Due

There were no declarations of interest pertaining to items on the agenda

Item No	Date	Action	Committee	Sub Committee	Deadline	Exec Lead	Action Lead	Progress	Rag Rating
M&E 23/19	03/10/2023	Aims and objectives for Trust membership to be discussed at the next Governor Forum	Membership & Engagement	None	09/01/2024 02/07/2024 01/10/2024 Jan 2025	R Brown / S Brook Shanahan		Update 09/01/2024 To be included as a topic for discussion at the governor conference on 16th April 2024. Review action at July meeting Update 10/07/2024 Membership Strategy on agenda for July M&E meeting Update 16/07/2024 Membership Strategy to be developed Update 26/09/2024 In-train with Membership Strategy being developed	Amber
M&E 23/23	03/10/2023	Consider having "You said, We did" posters / digital display boards in main public areas of hospital.	Membership & Engagement	None	02/07/2024 01/10/2024 Jan 2025	R Brown		Update 09/01/2024 To be included in discussion relating to Meet Your Governor at the governor conference on 16th April 2024. Update 10/07/2024 Action to be carried forward - to be considered from outcomes of 'Hot topics' work Update 17/07/2024 Governors are requested to submit any positive examples of change to Rich Brown Update 26/09/2024 No information received. Will be picked-up as part of Membership	Amber
M&E 24/01	09/01/2024	Ensure documents / communications issued by the Trust are of an appropriate reading age	Membership & Engagement	None	02/07/2024 January 2025	R Brown		Update 09/01/2024 Work underway looking at accessibility of website. Checking reading age will be incorporated into this work. Update will be provided in 6 months time. Update 10/07/2024 Ongoing: review of broader accessibility of Trust communications due to take place, starting with review of Trust website. Delayed due to vacancies within team. Update 23/12/2024 Review of patient information already underway. Broader review of Trust communications being considered as part of Communications Team work programme 2024/25. Q4 2024/25 'Hot Topic' to focus on patient information.	Green

M&E 24/04	16/07/2024	Consider engaging with local radio to promote membership of the Trust - Peter Gregory to provide contact details for someone at Newark Radio	Membership & Engagement	None	01/10/2024 Jan 2025	R Brown		Update 17/07/2024 Contact details provided by Peter Gregory to Rich Brown, who will engage with Newark radio station	Amber
M&E 24/06	16/07/2024	Working group to be established to develop Membership Strategy	Membership & Engagement	None	01/10/2024	R Brown		Update 26/09/2024 Rich will engage with Newark Radio as part of Membership Strategy and future governor recruitment efforts	Amber
M&E 24/07	16/07/2024	Consider holding MYG session in an evening, possibly linked in with a governor meeting.	Membership & Engagement	None	01/10/2024	R Brown		Update 26/09/2024 Verbal update to be provided to the meeting on 1st October 2024	Green
M&E 24/08	16/07/2024	Consider sending MYG feedback to NEDs, noting this could form part of the Lead Governor report or M&E report for Full CoG meeting	Membership & Engagement	None	01/10/2024	R Brown		Update 01/10/2024 MYG feedback presentation to be sent to NEDs after each M&E meeting, with a note to ask any questions at CoG under M&E feedback item. Update 23/12/2024 Will share final report with NEDs, once we've added subsequent feedback (following sessions conducted since the last report was sent) and once Janine and Jayne Taylor have been briefed on the results from a Trust perspective.	Amber
M&E 24/10	01/10/2024	Consider adding question re: disabilities to Trust membership form	Membership & Engagement	None	07/01/2025	R Brown		Update 23/12/2024 Request made to Civica; awaiting response.	Amber
M&E 24/11	01/10/2024	Consider different methods of engaging with potential Trust members, for example, breakfast meetings for community groups, engaging with EDI network to reach staff members' families, etc. as part of the Membership Strategy.	Membership & Engagement	None	07/01/2025	R Brown		Update 23/12/2024 Being built into Membership Strategy work.	Amber
M&E 24/12	01/10/2024	Pharmacy to give presentation to Governors to aid understanding of issues in relation to TTOs before MYG Hot Topic on pharmacy	Membership & Engagement	None	07/01/2024	S Brook Shanahan		Update 10/12/2024 Chief Pharmacist gave presentation to Governor Workshop. Copy of slide deck circulated to governors and added to Governor Portal Complete	Green
M&E 24/13	01/10/2024	Remove question in relation to membership from MYG feedback form	Membership & Engagement	None	07/01/2024	R Brown		Update 23/12/2024 Question removed Complete	Green

Approvals

- ~ Patient letters / communication to be 'Hot Topic' for the next quarter
- ~ Pharmacy / TTOs to be 'Hot Topic' for the following quarter
- ~ Remove question in relation to membership from MYG feedback form

Council of Governors – Membership & Engagement Group - Cover Sheet

Subject:	Joint report: Communications Feedback / Membership Activity & Meet Your Governor		Date:	23 December 2024	
Prepared By:	Rich Brown, Head of Communications				
Approved By:	Rich Brown, Head of Communications				
Presented By:	Rich Brown, Head of Communications				
Purpose					
To provide an update on membership engagement and activity for the last quarter.				Approval	
				Assurance	
				Update	Y
				Consider	Y
Strategic Objectives					
Provide outstanding care in the best place at the right time	Empower and support our people to be the best they can be	Improve health and wellbeing within our communities	Continuously learn and improve	Sustainable use of resources and estates	Work collaboratively with partners in the community
Y	Y		Y	Y	Y
Principal Risk					
PR1 Significant deterioration in standards of safety and care					
PR2 Demand that overwhelms capacity					
PR3 Critical shortage of workforce capacity and capability					
PR4 Insufficient financial resources available to support the delivery of services					
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					
Acronyms					
None used					
Executive Summary					
<p>The appended report provides an update on membership engagement and activity for the last quarter, including updates on:</p> <ul style="list-style-type: none"> • Member communications and engagement during the quarter • An analysis of member representation is detailed in the report • A brief look ahead to planned membership activity planned during the next quarter 					

Staffing update from the Communications Team

The Trust's former Membership and Engagement Officer, Christine Moody, has now left the Trust.

In future, support for the governors' engagement with members will be provided by the wider Trust Communications Team, with Andros Navarro having been nominated as a 'single point of contact' for governors.

Member communications and engagement

Producing the *Trust Matters* e-newsletter

The Trust Communication team continues to produce a monthly *Trust Matters* e-newsletter that is sent to all members of the Trust who have consented to being contacted by email.

Editions of this were shared in October and November, with the December edition due to be shared before 31 December 2024.

***Meet Your Governor* activity**

As updated at the last Membership and Engagement Forum, *Meet Your Governor* activity has been focused on the 'hot topic' of hospital discharge over recent months.

On 18 November 2024, Jane Stubbings and Neal Cooper conducted the most recent *Meet Your Governor* session, where they recorded eight conversations with patients in the Trust's Discharge Lounge.

In the New Year, the hot topics will focus on patient experience and patient communications. A verbal update on this will be provided at the Membership and Engagement Group meeting.

Community Diagnostic Centre Experienced-based Design sessions

As part of the process to bring Nottinghamshire's first Community Diagnostic Centre to Mansfield Community Hospital, governors were asked to support a number of 'experienced-based design' sessions to gather the insights of patients and staff.

Their feedback will be used to support the design of the new Centre, which is due to open in late 2025.

Governor John Dove supported one session at Mansfield Community Hospital, with no further sessions planned due to the volume of feedback already received as part of the project.

Member representation

The current public membership total stands at 13,284, compared to the 13,322 reported at the last Membership and Engagement Forum in October 2024.

A brief analysis of the gender, age demographics, ethnicity, socioeconomic groupings and constituencies is provided below:

- **Gender**

Males are still underrepresented among the Trust's membership, with a total of 4,656 male members across all constituencies. Males currently make-up just 35.58% of the Trust's membership.

- **Age group**

Just 69 (0.71%) of the Trust's membership are aged under 22, with young people remaining significantly underrepresented among the Trust's membership.

- **Ethnicity**

Of the Trust's 11,952 public members who have declared their ethnicity, just 2.7% identify as non-white British. This compares to 13.40% across the East Midlands area who are classed as non-White British, according to 2021 Census data. There remains no members who identify as gypsies, despite the area having a notable gypsy population.

- **By public constituency**

A breakdown of the Trust's membership by public constituency area is provided below:

- 10,031: Rest of East Midlands
- 3,108: Newark and Sherwood
- 124: Rest of England
- 19: Out of Trust area

Once proposed changes to the Trust's constitution are implemented, the Trust's membership database will be updated to reflect the new constituency areas.

Appendix one of this report below contains a more comprehensive dashboard of public membership data.

Mapped analysis of the Trust's membership and governors

Governors previously requested that a mapped analysis of the Trust's membership be provided to assure the Council of Governors that the Trust membership was reflective of the Trust's patient base. The request was also made to show governors' home addresses.

That analysis is provided in appendix two attached.

Planned membership and engagement activity in 2025

Governor elections activity

Much of the Communications Team's focus on the membership and engagement activity over the coming weeks will focus on preparations for the forthcoming governor elections, which are required to take place before the end of March 2024.

An outline timescale for preparations for the elections is presented in appendix three below.

Website accessibility

A piece of work is underway to improve the accessibility of the Trust's public-facing website to improve patient experience of accessing the Trust's website, as well as to improve the Trust's technical compliance with website accessibility standards – a legal requirement for the Trust.

With governors' grace, the Communications Team recommend engaging with the Trust's membership to ensure that members' lived experience is considered as part of the project.

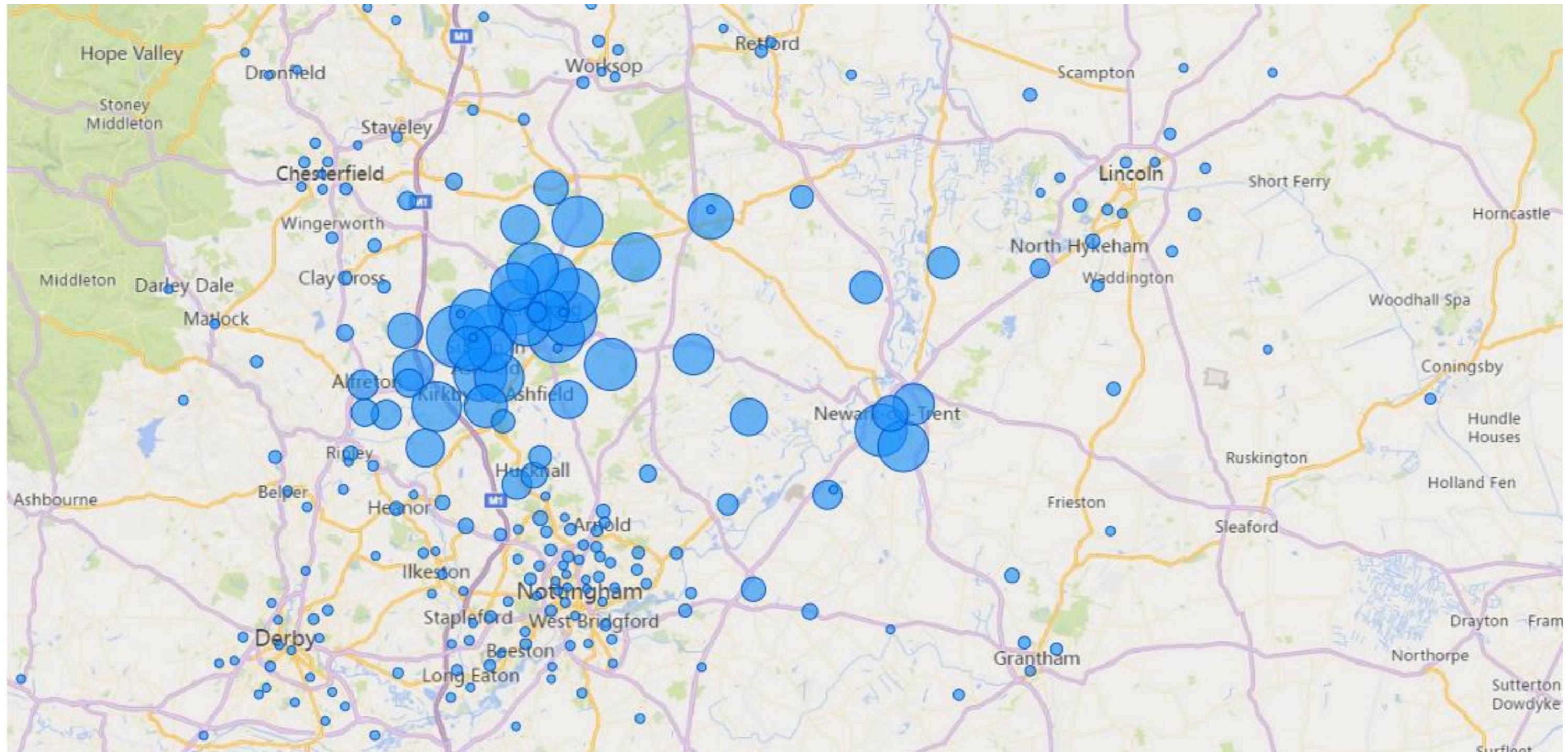
Appendix one: Dashboard of public membership data

Data	Local population data by volume	Local Census data by (%)	Local Census data by (%), adjusted to remove under 16s	20/12/2024		
				#	% of total membership	% of total membership less 'no data'
Total population	4,947,180	-	-	-	-	-
Total public members	-	-	-	13,284	73.62%	-
Total members with email addresses (#)	-	-	-	3,504	26.38%	-
Breakdown by constituency	Population by constituency					
Rest of East Midlands	-	-	-	10,031	75.51%	-
Newark and Sherwood	-	-	-	3,108	23.40%	-
Rest of England	-	-	-	124	1.00%	-
Out of Trust area	TBC	-	-	19	0.14%	-
Public membership breakdown by demographic						
Gender						
Male	2,449,272	49.51%	-	4,656	35.05%	35.58%
Female	2,497,908	50.49%	-	8,430	63.46%	64.42%
Transgender	-	-	-	1	0.01%	0.01%
Unspecified	-	-	-	197	-	-
Age profile						
0-16	969,345	19.59%	-	0	0.00%	0.00%
17-21	298,874	6.04%	7.51%	69	0.52%	0.71%
22-29	489,649	9.90%	13.31%	196	1.48%	2.00%
30-39	618,319	12.50%	19.39%	871	6.56%	8.91%
40-49	584,196	11.81%	9.05%	794	5.98%	8.12%
50-59	687,913	13.91%	11.66%	1,741	13.11%	17.80%
60-74	825,787	16.69%	15.84%	3,685	27.74%	37.68%
75+	473,097	9.56%	10.44%	4,915	37.00%	50.26%
Not stated	-	-	-	1,013	7.63%	10.36%
Ethnic Origin						
White - English, Welsh, Scottish, Northern Irish, British	3,883,712	78.50%	-	11,625	87.51%	97.264%
White - Irish	28,729	0.58%	-	50	0.38%	0.418%
White - Gypsy or Irish Traveller	3,556	0.07%	-	0	0.00%	0.000%
White - Other	143,635	2.90%	-	106	0.80%	0.887%
Mixed - White and Black Caribbean	40,443	0.82%	-	5	0.04%	0.042%
Mixed - White and Black African	8,824	0.18%	-	8	0.06%	0.067%
Mixed - White and Asian	21,723	0.44%	-	10	0.08%	0.084%
Mixed - Other Mixed	15,343	0.31%	-	14	0.11%	0.117%
Asian or Asian British - Indian	168,979	3.42%	-	41	0.31%	0.343%
Asian or Asian British - Pakistani	48,941	0.99%	-	10	0.08%	0.084%
Asian or Asian British - Bangladeshi	13,259	0.27%	-	8	0.06%	0.067%
Asian or Asian British - Chinese	24,433	0.49%	-	15	0.11%	0.126%
Asian or Asian British - Other Asian	37,936	0.77%	-	16	0.12%	0.134%
Black or Black British - African	41,801	0.84%	-	15	0.11%	0.126%

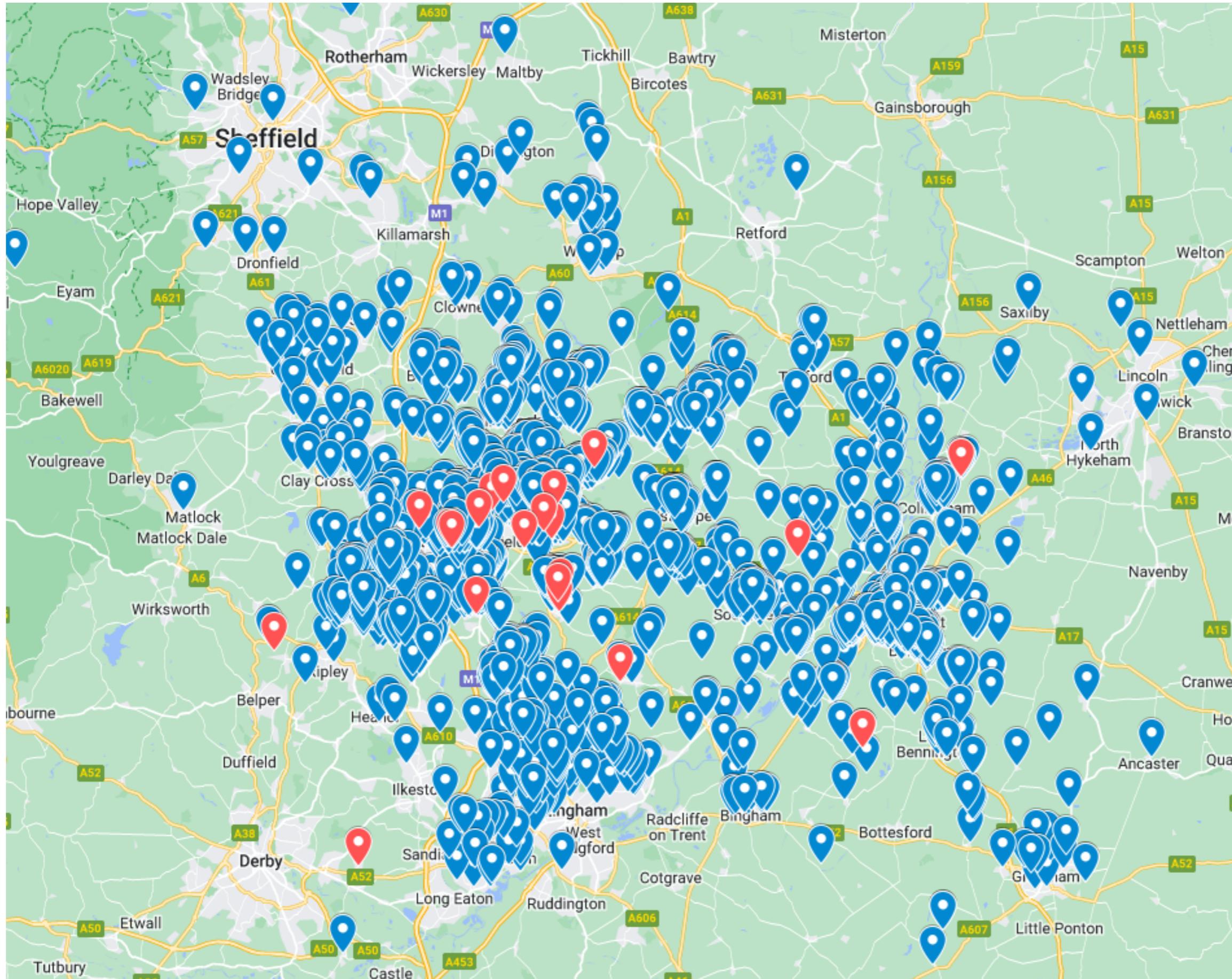
Black or Black British - Caribbean	28,926	0.58%	-	17	0.13%	0.142%
Black or Black British - Other Black	10,807	0.22%	-	4	0.03%	0.033%
Other Ethnic Group - Arab	9,747	0.20%	-	0	0.00%	0.000%
Other Ethnic Group - Any Other Ethnic Group	15,999	0.32%	-	8	0.06%	0.067%
Not stated	400,387	8.09%	-	1,332	10.03%	-

Appendix two: Dashboard of public membership data

Membership map: East Midlands constituency only



Membership map: Combined map of members and governors; East Midlands constituency only



Appendix three: Governor election timelines

Workstreams	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	
Election		Membership database cleansing, recalibrating boundaries and refining database, ahead of elections																		
		Election: Warm-up prospective governors to stand in next year's elections																		
						Deadline for receipt of applicants in late February/early March														
							Election period: Elections to take place TBC. Polls to close 17 April, in order to announce election results before 30 April													
Engagement forums				CoG Membership and Engagement Forum: 7 January 2025			CoG Membership and Engagement Forum: Tuesday 1 April 2025		Governors Conference: 17 June 2024 (TBC)	CoG Membership and Engagement Forum: Tuesday 1 July 2025										
Meet your Governor	Hot topic 1: Discharge	Implementation	Prepare final reporting to January M&E Forum										CoG Membership and Engagement Forum: Tuesday 7 October 2025							
	Hot topic 2: Patient Experience (letters)	Agree scoping remotely, based on April Conference presentation	Implementation		Finalise reporting for April M&E Forum															
	Hot topic 3: Pharmacy & TTOs			Presentation to January M&E Forum and scope topic								Finalise reporting for October M&E Forum								
	Hot topic 4: TBC								Presentation to June Governors Conference or July M&E Forum (TBC) and scoping	Scoping										
	Hot topic 5: TBC																			
Business as usual activity				Ongoing delivery of M&E activity, aligned to Membership strategy																
		Ongoing administration of membership database																		
		Produce and issue monthly Members Matters and Trust Matters e-newsletters																		