

# Council of Governors Membership and Engagement Group Meeting

## AGENDA

**Date:** Tuesday 7<sup>th</sup> January 2025

**Time:** 17:30 – 19:00

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

| No | Item   | Status      | Paper                      |
|----|--|-------------|----------------------------|
| 1. | <b>Chair's Welcome and Apologies for Absence</b><br><i>Quoracy check: (Minimum of 3 Governors, 1 of whom must be a public Governor, and 1 Trust Officer (from Communications) in attendance)</i> | Agree       | Verbal                     |
| 2. | <b>Declarations of Interest</b><br><i>To declare any pecuniary or non-pecuniary interests</i><br>Chair   | Declaration | Verbal                     |
| 3. | <b>Action Tracker</b><br>Chair   | Approve     | Enclosure 3                |
| 4. | <b>Communications Feedback / Membership Activity</b><br>Rich Brown, Head of Communications   | Assurance   | Enclosure 4                |
| 5. | <b>Meet Your Governor</b><br>Rich Brown, Head of Communications and<br>Kevin Stewart, Hot Topic Lead (Discharge)   | Assurance   | Included in<br>Enclosure 4 |
| 6. | <b>Feedback from Governors</b><br>Chair / All  | Update      | Verbal                     |
| 7. | <b>Any Other Business</b>  |             | Verbal                     |
| 8. | <b>Date of Next meeting</b><br><b>Date:</b> 1 <sup>st</sup> April 2025<br><b>Time:</b> 17:30–19:00<br><b>Venue:</b> 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

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

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

| 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          | 09/04/2024<br>02/07/2024<br>04/10/2024<br>Jan 2025 | R Brown /<br>S Brook Shanahan |             | <p><b>Update 09/01/2024</b><br/>To be included as a topic for discussion at the governor conference on 16th April 2024. Review action at July meeting</p> <p><b>Update 10/07/2024</b><br/>Membership Strategy on agenda for July M&amp;E meeting</p> <p><b>Update 16/07/2024</b><br/>Membership Strategy to be developed</p> <p><b>Update 26/09/2024</b><br/>In-train with Membership Strategy being developed</p>   | 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<br>04/10/2024<br>Jan 2025               | R Brown                       |             | <p><b>Update 09/01/2024</b><br/>To be included in discussion relating to Meet Your Governor at the governor conference on 16th April 2024.</p> <p><b>Update 10/07/2024</b><br/>Action to be carried forward - to be considered from outcomes of 'Hot topics' work</p> <p><b>Update 17/07/2024</b><br/><b>Governors are requested to submit any positive examples of change to Rich Brown</b></p> <p><b>Update 26/09/2024</b><br/>No information received. Will be picked-up as part of Membership Strategy</p>   | 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<br>January 2025                         | R Brown                       |             | <p><b>Update 09/01/2024</b><br/>Work underway looking at accessibility of website. Checking reading age will be incorporated into this work. Update will be provided in 6 months time.</p> <p><b>Update 10/07/2024</b><br/>Ongoing; review of broader accessibility of Trust communications due to take place, starting with review of Trust website. Delayed due to vacancies within team.</p> <p><b>Update 23/12/2024</b><br/>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.</p> | 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 | 04/10/2024<br>Jan 2025 | R Brown          |  | <b>Update 17/07/2024</b><br>Contact details provided by Peter Gregory to Rich Brown, who will engage with Newark radio station<br><br><b>Update 26/09/2024</b><br>Rich will engage with Newark Radio as part of Membership Strategy and future governor recruitment efforts   | 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          |  | <b>Update 26/09/2024</b><br>Verbal update to be provided to the meeting on 1st October 2024   | 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          |  | <b>Update 23/12/2024</b><br>This will be built into the next round of hot topics.<br><br><b>Complete</b>  | 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          |  | <b>Update 01/10/2024</b><br>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.<br><br><b>Update 23/12/2024</b><br>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          |  | <b>Update 23/12/2024</b><br>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          |  | <b>Update 23/12/2024</b><br>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 |  | <b>Update 10/12/2024</b><br>Chief Pharmacist gave presentation to Governor Workshop. Copy of slide deck circulated to governors and added to Governor Portal<br><br><b>Complete</b>   | 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          |  | <b>Update 23/12/2024</b><br>Question removed<br><br><b>Complete</b>   | 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**

|   |  |   |                                |  |   |
|---|--|---|--------------------------------|--|---|
| <b>Subject:</b>   | Joint report: Communications Feedback / Membership Activity & Meet Your Governor |   | <b>Date:</b>                   | 23 December 2024                         |   |
| <b>Prepared By:</b>   | Rich Brown, Head of Communications   |   |                                |  |   |
| <b>Approved By:</b>   | Rich Brown, Head of Communications   |   |                                |  |   |
| <b>Presented By:</b>  | Rich Brown, Head of Communications   |   |                                |  |   |
| <b>Purpose</b>  |  |   |                                |  |   |
| To provide an update on membership engagement and activity for the last quarter.  |  |   |                                | <b>Approval</b>                          |   |
|   |  |   |                                | <b>Assurance</b>                         |   |
|   |  |   |                                | <b>Update</b>                            | Y   |
|   |  |   |                                | <b>Consider</b>                          | Y   |
| <b>Strategic Objectives</b>   |  |   |                                |  |   |
| 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   |
| <b>Principal Risk</b>   |  |   |                                |  |   |
| <b>PR1</b> Significant deterioration in standards of safety and care  |  |   |                                |  |   |
| <b>PR2</b> Demand that overwhelms capacity  |  |   |                                |  |   |
| <b>PR3</b> Critical shortage of workforce capacity and capability   |  |   |                                |  |   |
| <b>PR4</b> Insufficient financial resources available to support the delivery of services   |  |   |                                |  |   |
| <b>PR5</b> Inability to initiate and implement evidence-based Improvement and innovation  |  |   |                                |  |   |
| <b>PR6</b> Working more closely with local health and care partners does not fully deliver the required benefits  |  |   |                                |  |   |
| <b>PR7</b> Major disruptive incident  |  |   |                                |  |   |
| <b>PR8</b> Failure to deliver sustainable reductions in the Trust's impact on climate change  |  |   |                                |  |   |
| <b>Committees/groups where this item has been presented before</b>  |  |   |                                |  |   |
| Not applicable  |  |   |                                |  |   |
| <b>Acronyms</b>   |  |   |                                |  |   |
| None used   |  |   |                                |  |   |
| <b>Executive Summary</b>  |  |   |                                |  |   |
| <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"> <li>• <b>Member communications and engagement during the quarter</b></li> <li>• <b>An analysis of member representation is detailed in the report</b></li> <li>• <b>A brief look ahead to planned membership activity planned during the next quarter</b></li> </ul> |  |   |                                |  |   |

## 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

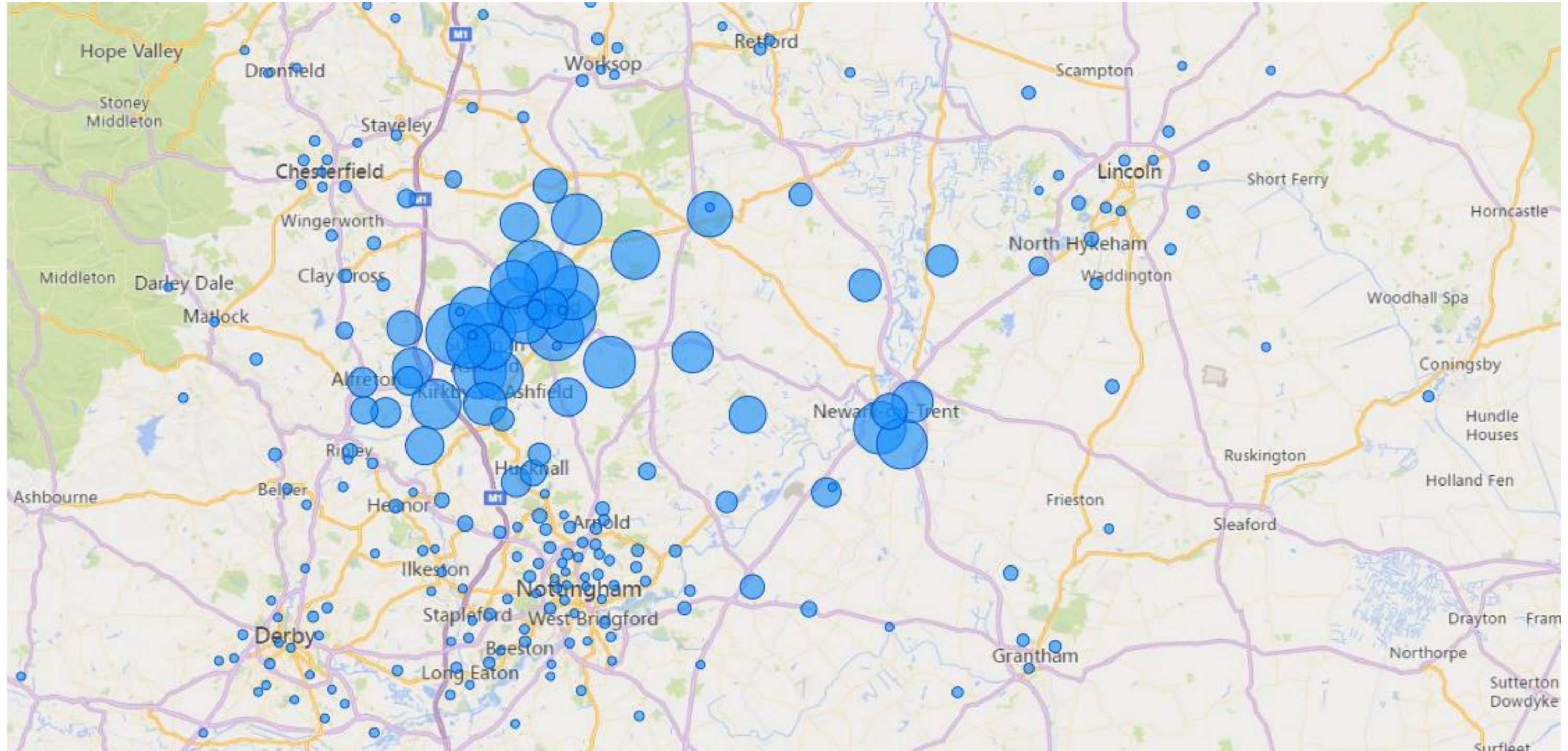
| Data  | Local population data by volume   | Local Census data by (%) | Local Census data by (%), adjusted to remove under 16s | 20/12/2024 |                       |                                      |
|---|-----------------------------------|--------------------------|--|------------|-----------------------|--------------------------------------|
|   |                                   |                          |  | #          | % 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%                | -                                    |
| <b>Breakdown by constituency</b>                          | <b>Population by constituency</b> |                          |  |            |                       |                                      |
| 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%                 | -                                    |
| <b>Public membership breakdown by demographic</b>         |                                   |                          |  |            |                       |                                      |
| <b>Gender</b>   |                                   |                          |  |            |                       |                                      |
| 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        | -                     | -                                    |
| <b>Age profile</b>  |                                   |                          |  |            |                       |                                      |
| 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%                               |
| <b>Ethnic Origin</b>                                      |                                   |                          |  |            |                       |                                      |
| 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% | -      |

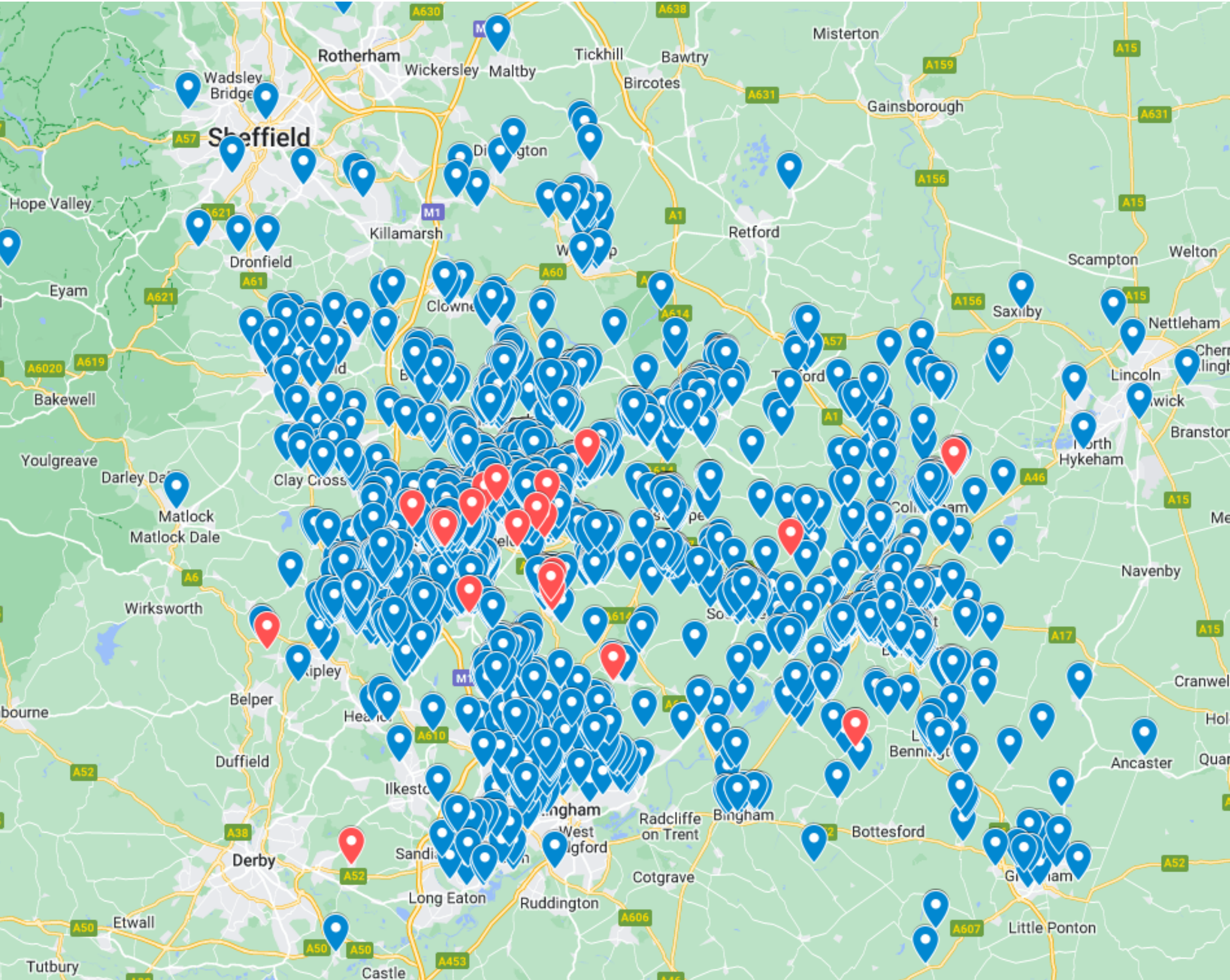
## Appendix two: Dashboard of public membership data

### 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 |        |   | CoG Membership and Engagement Forum: Tuesday 7 October 2025 |  |                | CoG Membership and Engagement Forum: Tuesday 6 January 2026 |                   |        | CoG Membership and Engagement Forum: April 2026 |  |  |  |
| Meet your Governor         | Hot topic 1: Discharge                    | Implementation  |   | Prepare final reporting to January M&E Forum |   |  |  |   |                |  |  |        |   |   |  |                |   |                   |        |   |  |  |  |
|                            | 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                |  |   | Implementation |  |  |        |   |   | 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                                  | Implementation |   |                   |        |   |  | Finalise reporting for April COG M&E Forum |  |
|                            | Hot topic 5: TBC                          |   |   |  |   |  |  |   |                |  |  |        |   |   |  |                | Presentation to January M&E Forum and scope topic           | Implementation >> |        |   |  |  |  |
| 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 |   |  |   |  |  |   |                |  |  |        |   |   |  |                |   |                   |        |   |  |  |  |
|                            |   |   |   |  |   |  |  |   |                |  |  |        |   |   |  |                |   |                   |        |   |  |  |  |