


<b>Council of Governors</b>	<b>Guy's and St Thomas'</b>  NHS Foundation Trust
<b>Membership Development, Involvement &amp; Communications (MeDIC) Working Group Report – 3<sup>rd</sup> November 2016</b>	<b>27<sup>th</sup> January 2016</b> <b>CG/16/04</b>

This paper is for:		Sponsor:	
Decision		Author:	<b>Peter Allanson, Trust Secretary and Head of Corporate Affairs</b>
Discussion		Reviewed by:	<b>Kate Griffiths-Lambeth, Public Governor and Chair</b>
Noting		CEO*	
<b>Information</b>	<b>X</b>	ED*	
		Board Committee*	
		TME*	
		Other*	

*\* Specify*

## **1. Welcome and apologies for absence**

**The meeting was attended by:** Kate Griffiths-Lambeth (Lead), John Porter, John Burns, Jonathan Farley, Barry Silverman, Paula Young, Girda Niles (Non Executive Director), Peter Allanson (Trust Secretary and Head of Corporate Affairs), Matt Akid (Head of Media and Corporate Communications)

**Apologies:** Devon Allison, Yvonne Craig-Inskip

## **2. Notes of the meeting held on 16<sup>th</sup> June 2015**

Subject to the correction to the date of the meeting and the typographical errors in section 7, the notes were agreed.

## **3. Matters Arising**

16/1 3 – Kate Griffiths –Lambeth to remind governors to take every opportunity to distribute and circulate the new membership leaflet.

16/16 6 – Encouraging staff to vote in elections – MeDIC had commented on the low staff turn out from staff at the recent election for governors. The Trust Secretary suggested, and was asked to investigate, whether electronic voting could become the default way for staff to vote rather than by paper ballot which they would have to request.

16/6 7 – Dragons Den – nine projects had been selected at the most recent session at the end of June. Each had been allocated a mentor and it was suggested that this would make a good article for GSIT especially as one of the outcomes from the recent survey was for more about staff.

#### **4. Increasing membership amongst the under represented**

The Group discussed a number of issues surrounding involvement and opportunities to increase membership. Key groups included under 30 year olds, some under represented sectors of the locality such as members of the Portuguese community in Lambeth and staff engagement. The Trust's responsibilities for improving early cancer diagnosis were also mentioned on the basis that this might also encourage people to take a greater interest in the Trust.

Paula Young offered to arrange for information to be put into church newsletters in English, Portuguese and Spanish aimed at Portuguese and Caribbean communities who shared the use of local churches. The same could be done for the Nigerian population around the Oval although a governor sponsor would need to be identified to do this.

Staff were likely to present as big a challenge as the real benefits of membership were less clear and they were automatically enrolled when recruited so had not made a conscious decision to become a member. Girda Niles had been asked to chair a staff engagement group which would begin its work in the next few weeks. It would be reviewing the outputs from the staff survey currently being completed and she agreed to talk to MeDIC next year about its work and findings so that there could be a discussion about engagement through membership.

Barry Silverman felt that the Trust did not devote sufficient resource to attract new members. Whilst it was unlikely that the budget would be increased at this stage in the cycle, he asked for a wider discussion at a future Council of Governors' meeting so the views of the Council could be made to the Board. He also suggested that the Trust's catchment area could be expanded to embrace more of S E London and the Secretary was asked to establish what he had in mind.

Nevertheless, MeDIC as a whole felt there was more that governors could do to encourage membership amongst the local communities. Matt Akid suggested that it might be possible to place articles in local authority magazines which had a wide distribution and could also put a short note into the GP newsletter.

Finally, governor attendance at health seminars had reduced and having governors present was a good way of encouraging others to encourage more members of the public to become members of the Trust.

## **5. Volunteers, Friends and Elections**

Paula Young briefed MeDIC about the work of the Friends of Guy's and St Thomas' (which were separate entities) and the relatively small amounts of money, from a larger endowment, that they gave the hospitals for patient and staff benefit. They continuously raised money through the Friends' shops, the Christmas draw and summer Derby draw.

Membership was by a small subscription and the Trust was working with both groups to encourage membership by making sure they were mentioned in inpatient welcome packs and that their web sites were updated and linked to the Trust's. As with membership of the Trust getting information to outpatients was more difficult but the Friends were developing flyers which Volunteers would make sure were available in clinics and could do the same for membership leaflets.

Their support and enthusiasm tended to be for the individual hospitals rather than the Trust but all were members and the interests of the different groups were not in conflict with one another.

### **Elections**

The Trust Secretary reminded MeDIC that an election for governors would be taking place in early 2016 and it was proposed to run on similar lines and to the same timetable as last year.

The Group agreed although Girda Niles asked the Secretary to research whether it would be possible to run the elections as "blind" just using the election statements as the basis for choosing who to vote for. Although it was acknowledged that judgements were made on the basis of photographs and names it was clear that there were a number of views on this

suggestion which would need further debate once it had been established whether in legal and procedural terms it could be possible.

## **6. GIST/eGIST Readership Survey**

The Head of Media and Corporate Communications reminded MeDIC that eGIST was published more frequently than GIST and had the larger, electronic circulation to all members (30,000) who had given their e-mail addresses. Both sets of readers had been invited to comment on the publications and whilst a small sample, had generally been positive and complimentary about them.

Readers had suggested they would like the Chief Executive's piece to be more interesting, for more information about health to be included which chimed with MeDIC's view that encouraging people to take advice early particularly to eliminate cancer diagnoses was an important responsibility for the Trust. There were also some messages about the numbers of eGIST using different media to read the magazine and so making sure that the format was appropriate.

MeDIC congratulated the Communications team on the results and indeed on the publications themselves which they welcomed.