

# Council of Governors Meeting

29<sup>th</sup> April 2015

(CG/15/12)

## **Council of Governors Report: Membership Development, Involvement & Communications Group Report Meeting held on 17<sup>th</sup> February 2015**

**Status:** *A Paper for Information*

**History:** *A regular report*

Kate Griffiths-Lambeth  
Governor

## Council of Governors Meeting

17<sup>th</sup> February 2015

A paper prepared by Peter Allanson, Trust Secretary and Head of Corporate Affairs  
Presented by Kate Griffiths-Lambeth, Lead of MeDIC

### Membership Development, Involvement & Communications (MeDIC) Working Group Report

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#### 1. INTRODUCTION

This report provides a summary of the Membership Development, Involvement & Communications (MeDIC) Working Group meeting which took place at York Road, on the 17<sup>th</sup> February 2015.

#### 2. WELCOME AND APOLOGIES FOR ABSENCE

***The meeting was attended by:*** Kate Griffiths-Lambeth (Lead), Yvonne Craig Inskip, John Porter, Bryn Williams, Paula Young, Devon Allison, John Burns, Ken Hayes, Barry Silverman, Peter Allanson (Trust Secretary and Head of Corporate Affairs), Sandrine Michel-Gibson (Governance Administrator)

***Apologies were received from:*** Girda Niles (Non Executive Director), Matt Akid (Head of Media and Corporate Communication), and Andrea Carney (Trust Patient and Public Engagement Manager)

#### 3. MINUTES

The notes of the previous meeting held on 2<sup>nd</sup> December were approved as a true record.

#### 4. MATTERS ARISING

None noted

#### 5. COUNCIL OF GOVERNORS ELECTIONS 2015 – COMMUNICATION PLAN AND TIMETABLE

Sandrine Michel-Gibson explained that the Electoral Reforms Services would send a formal notice of election to all members eligible to stand for election. Members would have until 21<sup>st</sup> April 2015 to nominate themselves.

The group discussed the different possible ways of communications and proposed the following channels external to the Trust:

- Southwark and Lambeth Integrated Care (SLIC) forum
- Healthwatch
- GP and patients participation groups

Governors were also encouraged to prospect within their network in the community. The group recognised that the Council of Governors was not representative of the community and that more work needed to be done.

Part of the discussion included:

- Review of the membership eligible areas
- Mentoring potential governor candidates
- Analyse existing governors network and review of gaps

## **6. MEMBERSHIP ENGAGEMENT – PPE STRATEGY TASK & FINISH GROUP 2: STAKEHOLDER ENGAGEMENT MECHANISMS, POLICIES AND COMMUNICATIONS**

The group main focus was the membership survey which was sent to members with the GiST week ending 22<sup>nd</sup> February. The result of the survey would be shared with MeDIC at June meeting.

Other work included the review of the “valuing involvement: reimbursement of expenses” policy to increase involvement.

## **7. MEMBERSHIP WEBSITE UPDATES**

The group discussed the recent change to the membership page of the public website. All noticed the improvement but all agreed that more work was needed to be carried out. Yvonne Craig Inskip advised that the page should use more vocatives to appeal to individuals.

Other members asked for the number of hits that the membership webpage received

Sandrine Michel-Gibson advised that the election page would be updated shortly ahead of this spring election and that a video would replace the governor podcast under “Hear from the governors”.

### **Actions:**

- Sandrine Michel-Gibson to ask the digital to provide information on how many hits the page has received.
- Sandrine Michel-Gibson to update on progress at the last meeting

## **8. THE NEW MEMBERSHIP LEAFLET – FINAL VERSION**

Sandrine Michel-Gibson presented the final version of the new membership leaflet and welcomed comments from the group. Kate Griffiths-Lambeth thanked Sandrine and Yvonne Craig Inskip for their work.

The group endorsed the new leaflet.

**Actions:** Sandrine to check how much would a freepost cost if added to the leaflet.

## **9. ANY OTHER BUSINESS**

The group members were asked to provide the topics that they would like to covered in MeDIC meetings this year.

Suggestions included:

- Communication and general awareness – “Meet the Governors” (via PALS)
- Communication factor – Transmit and receive
- Election process review
- Annual Public Meeting – Meet the members
- Membership diversity and inclusion – gap analysis
- Ethnicity /Generational spread
- Access to local communities
- More coordinated and organised projects for MeDIC

**11. DATE AND TIME OF THE NEXT MEETING**

The next meeting will be held on 16<sup>th</sup> June 2015, 5.30pm – 7.00pm in the Seminar Room 2 or 4 at Education Centre at York Road.

**12. RECOMMENDATION**

**The Council of Governors is asked to note this report.**

**Kate Griffiths-Lambeth  
Governor**

**February 2015**