

## REPORT TO THE GOVERNORS' COUNCIL

SUBMITTED BY:	REPORT FOR:	RELATED WORK:
Jonathan Dossetor, Chair of the Membership & Comms Committee	Action ✓	
CONSULTATION:	Information ✓	
	REPORT TYPE:	
	Strategy	
	Performance	
	Governance ✓	

**Meeting Date:** 29<sup>th</sup> May 2018

**Report Title:** Membership & Communications Committee Report

### Purpose:

To update the Governors' Council in respect of the activities of the Membership and Communications Committee, since the last meeting.

### Report:

The committee last met on 9<sup>th</sup> May 2018.

The committee's business included:

- Next Governor led Healthcare Event(s) for 2018:
  - Cancer Event - **Don't Be Afraid of Cancer – Understanding Modern Management** Thursday 10<sup>th</sup> May 2018 in the Inspire Centre – (this meeting was subsequently held and was well attended and overall a successful evening
  - Osteoporosis Event – autumn date to be agreed

### Membership Profile: (see appendix 1)

- Membership total 7668 (as at 9 May) – total (7,547 as at 17 May 2018)
- Recent membership recruitment has taken place – further recruitment will be required to address loss of members following new General Data Protection Regulation (GDPR)
- 2018 potential recruitment / engagement opportunities discussed

### Discussion regarding:

- General Data Protection Regulation 2018 new regulation from 25 May 2018
- NHS 70 Celebration
- Preliminary discussion on the summer edition of Trust Matters
- Update of the terms of reference – the one substantive change related to quoracy – Chair or Deputy Chair and (~~four~~) three governors (5) – 4, in total

### Next Meeting(s)

4<sup>th</sup> July 2018 at 1.30 pm & 12<sup>th</sup> September 2018 at 12.30 pm

### Recommendations:

It is recommended that the Governors' Council:

- Notes the report of the Membership & Communications Committee
- Notes the Membership Profile (attached – Appendix 1)
- Reviews and ratifies the updated terms of reference (ToR) (attached – Appendix 2)

# Appendix 1 – Membership Profile May 9th 2018

Membership Profile 09 May 2018	Public	%	Base	% of Area	Index	
<b>Age</b>	<b>7,640</b>	<b>100.00</b>	<b>382,878</b>	<b>100.00</b>		
0-16	33	0.43	68,406	17.87	2	
17-21	858	11.23	19,758	5.16	218	
22-29	715	9.36	33,251	8.68	108	
30-39	543	7.11	40,382	10.55	67	
40-49	632	8.27	48,998	12.80	65	
50-59	792	10.37	51,619	13.48	77	
60-74	1,863	24.38	75,835	19.81	123	
75+	1,606	21.02	44,629	11.66	180	
Not stated	598	7.83	0	0.00	0	
<b>Gender</b>	<b>7,640</b>	<b>100.00</b>	<b>382,876</b>	<b>100.00</b>		
Male	2,982	39.03	187,990	49.10	79	
Female	4,658	60.97	194,886	50.90	120	
<b>Ethnicity</b>						
White - English, Welsh, Scottish, N Irish, British	6,987	91.45	342,229	91.45	100	
White - Irish	47	0.62	1,478	0.39	156	
White - Other	180	2.36	20,353	5.44	43	
Mixed - White and Black Caribbean	12	0.16	1,018	0.27	58	
Mixed - White and Black African	4	0.05	554	0.15	35	
Mixed - White and Asian	9	0.12	956	0.26	46	
Mixed - Other Mixed	7	0.09	935	0.25	37	
Asian or Asian British - Indian	34	0.45	1,310	0.35	127	
Asian or Asian British - Pakistani	5	0.07	257	0.07	95	
Asian or Asian British - Bangladeshi	2	0.03	209	0.06	47	
Asian or Asian British - Chinese	8	0.10	821	0.22	48	
Asian or Asian British - Other Asian	28	0.37	1,271	0.34	108	
Black or Black British - African	13	0.17	712	0.19	89	
Black or Black British - Caribbean	6	0.08	447	0.12	66	
Black or Black British - Other Black	15	0.20	310	0.08	237	
Other Ethnic Group - Any Other Ethnic Group	19	0.25	439	0.12	212	
Not stated	264	3.46	0	0.00	0	
<b>ONS/Monitor Classifications</b>						
AB	1,958	25.63	15,588	14.88	172	
C1	2,145	28.08	27,982	26.71	105	
C2	1,791	23.44	28,505	27.21	86	
DE	1,725	22.58	32,679	31.20	72	
	<b>Public</b>	<b>% of Mem</b>	<b>Base</b>	<b>% of Area</b>	<b>Index</b>	
Cambridgeshire	684	8.95	62,877	16.42	55	
South East Lincolnshire	578	7.57	83,555	21.82	35	
West Norfolk	5,037	65.89	150,085	39.20	168	
Breckland, North Norfolk and ROE	1,341	17.54	86,359	22.56	78	
<b>Month</b>	<b>Joiners</b>	<b>Leavers</b>	<b>Net</b>	<b>Cumulative</b>		
January 2018	6	6	0	7,670		
February 2018	19	36	-17	7,653		
March 2018	27	12	15	7,668		
April 2018	1	25	-24	7,644		
May 2018	1	5	-4	7,640		

Appendix 1 – Membership Profile May 17th 2018

18-May-18	Public	% M'ship	Base	% of Area	Index	
<b>Age</b>	<b>7,547</b>	<b>100.00</b>	<b>382,878</b>	<b>100.00</b>		
0-16	30	0.40	68,406	17.87	2	
17-21	835	11.06	19,758	5.16	214	
22-29	717	9.50	33,251	8.68	109	
30-39	535	7.09	40,382	10.55	67	
40-49	623	8.25	48,998	12.80	65	
50-59	775	10.27	51,619	13.48	76	
60-74	1,843	24.42	75,835	19.81	123	
75+	1,597	21.16	44,629	11.66	182	
Not stated	592	7.84	0	0.00	0	
<b>Gender</b>	<b>7,547</b>	<b>100.00</b>	<b>382,876</b>	<b>100.00</b>		
Not Stated	0	0.00	0	0.00	0	
Male	2,951	39.10	187,990	49.10	80	
Female	4,596	60.90	194,886	50.90	120	
<b>Ethnicity</b>	<b>7,547</b>	<b>100.00</b>	<b>374,233</b>	<b>100.00</b>		
White - English, Welsh, Scottish, N Irish, British	6,894	91.35	342,229	91.45	100	
White - Irish	48	0.64	1,478	0.39	161	
White - Other	180	2.39	20,353	5.44	44	
Mixed - White and Black Caribbean	12	0.16	1,018	0.27	58	
Mixed - White and Black African	4	0.05	554	0.15	36	
Mixed - White and Asian	9	0.12	956	0.26	47	
Mixed - Other Mixed	7	0.09	935	0.25	37	
Asian or Asian British - Indian	34	0.45	1,310	0.35	129	
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Not stated	263	3.48	0	0.00	0	
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AB	1,935	25.64	15,588	14.88	172	
C1	2,119	28.08	27,982	26.71	105	
C2	1,769	23.44	28,505	27.21	86	
DE	1,703	22.57	32,679	31.20	72	
<b>Constituencies</b>	<b>Public</b>	<b>% of Mem</b>	<b>Base</b>	<b>% of Area</b>	<b>Index</b>	
Cambridgeshire	674	8.92	62,877	16.42	54	
South East Lincolnshire	571	7.57	83,555	21.82	35	
West Norfolk	4,974	65.87	150,085	39.20	168	
Breckland, North Norfolk and ROE	1,328	17.60	86,359	22.56	78	
<b>Total</b>	<b>7,547</b>	<b>100.00</b>	<b>382,876</b>	<b>100.00</b>		
<b>Month</b>	<b>Joiners</b>	<b>Leavers</b>	<b>Net</b>	<b>Cumulative</b>		
January 2018	6	6	0	7,670		
February 2018	19	36	-17	7,653		
March 2018	27	12	15	7,668		
April 2018	1	25	-24	7,644		
May 2018	17	114	-97	7,547		

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## TERMS OF REFERENCE

### THE MEMBERSHIP AND COMMUNICATIONS COMMITTEE OF THE GOVERNORS' COUNCIL

#### **Overall Purpose:**

To operate as a formal committee of the Governors' Council, overseeing the delivery of the objectives of the Membership Strategy and making appropriate recommendations to the Governors' Council on issues related to the Trust's FT membership.

#### **Key Responsibilities:**

1. to contribute to the development of the Foundation Trust Membership Strategy Action Plan
2. to contribute to the development of the Foundation Trust Membership Recruitment, Communications and Engagement Plan and to present to the Governors' Council for approval
3. to contribute to the development of material to recruit new members for the Trust ensuring that the membership continues to reflect the profile of the community served by the Trust
4. to support the production of the FT Members' newsletter, to ensure that Foundation Trust members are kept informed and updated on the Trust's developments, performance and the work of the Governors
5. to be involved in discussions to identify ways in which members can become actively involved in the planning of services and the work of the Trust
6. to work in partnership with the Trust's FT and Communications Teams to develop methods of communication to enable members' views and opinions to be heard
7. to support membership recruitment / engagement initiatives planned by the Membership and Communication Committee and to participate in Member Recruitment activities
8. to actively encourage all Governors to be involved in recruitment / engagement initiatives as appropriate
9. to contribute to the development of the Foundation Trust Members' area on the Trust's website
10. to contribute to the development of the FT Member Events Programme and to present to the Governors' Council for approval
11. to nominate committee members (at least 1 publicly elected governor) to work with the FT Office and Communication teams regarding editorial input to the Members' newsletter
12. To consider any other matter relating to the Trust's FT Membership strategy that is referred to the Committee by the Governors' Council.

#### **Accountability:**

The Membership and Communications Committee will be accountable to the Governors' Council.

The Governors' Council will approve the Committee's terms of reference.

The Committee will report to the Governors' Council on a quarterly basis:

- Summary activity since the last report
- Membership Strategy Action Plan updates
- Membership Profiling information

The Governors' Council shall not delegate any of its powers to the Committee and the Committee shall not exercise any of the powers of the Governors' Council.

**Relationships:**

The Membership and Communications Committee will have relationships with:

- The Governors' Council
- The Governors
- Members
- Non-Executive Directors
- Executive Directors
- The Foundation Trust Team
- The Communications Team
- Committees of the Governors' Council

The FT Team will prepare a regular analysis of the diversity of the membership aligned with the profile of the community served by the Trust and will report this to the Membership and Communications Committee.

**Membership:**

At least;

- 4 Public Elected Governors
- 1 Appointed Governor
- 1 Staff Elected Governor

**In attendance – every meeting**

- Communications Lead (or representative)
- FT Membership Officer

**In attendance – by invitation**

Non-Executive Directors (NED with special interest in Communications and/or other)

The Committee may invite to attend, any member of the Board of Directors or Trust staff, external advisors or members of the full Governors' Council, as felt necessary from time to time.

**Governors' Council Chair**

The Chair of the Governors' Council may attend meetings of the committee.

The Chair may serve as a member of the Committee.

**Committee Chair**

Chair and Deputy Chair to be elected annually, by the Committee Members from among their number. When Chair is absent, meeting to be chaired by the Deputy Chair.

**Attendance:**

Members are requested to give apologies to the FT Office if they are unable to attend a meeting.

**Rules:**

- Meetings will be held at least 6 times a year. Further meetings may be called by the Chair.
- Any other business to be notified to the Committee Chair prior to the meeting.
- Agendas and papers to be published 5 working days in advance of the meeting, where possible.
- Proceedings to be minuted and separate action points recorded and circulated.
- Quorum - Chair or Deputy Chair and (4) three Governors (5 4 in total).
- A precis of the minutes will be reported at the next Governors' Council meeting following a committee meeting.
- Meetings will be held in closed session.

**Support:**

Support for the Membership and Communications Committee will be provided by the FT team:

Author:	Trust Secretary
Date:	May 2016 18
Next Review:	May 2018 20