

REPORT TO THE GOVERNORS' COUNCIL

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

Meeting Date: 03 December 2019

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 Membership & Communications Committee (M&C) last met on 13-11-2019.

The Committee welcomed Deputy Chief Executive Officer, Laura Skaife-Knight (LSK) to the meeting.

The committee's business included:

Trust Matters Newsletter:

- The Committee reviewed the draft Newsletter; it was anticipated this would be ready for dispatch the week ending 25th November. MD would email the electronic version to members' and Comms distribute to staff via a link In the Know.
- To keep costs down, the next Trust Matters would be an electronic version only; with a review of timeline of production of Trust Matters to take place early 2020, following which members will be asked to feedback via a survey. It was anticipated that more regular electronic Trust Matters newsletters would be produced, with hard copy versions being printed twice annually.
- LSK advised that a weekly communication would be provided to governors every Friday – this in addition to governors receiving 'In the Know'.

Healthcare Event update / review:

- The IBD (Inflammatory Bowel Disease) Event had been very well attended and received. Thanks to the Gastroenterology Team for 3 interesting presentations and for giving up their time to attend. Members of the public stayed behind after the presentations for 'questions and answers' which they found very helpful. Thanks to fellow governors and all staff who helped to facilitate this event.
- Discussion took place regarding next year's events. It was suggested the next event (for the Visually Impaired) take place in May 2020. This event will be similar in format (cabaret style) to the Learning Disabilities Event held in 2018. EH also put forward the idea for holding a Hearing Impairment event in the future.

Membership Profile: (see appendix 1 – page 3)

- Membership total stands at: 7753, which is slightly down from the last report however, the aim is to maintain the membership around 7,500; therefore, the total remains strong.
- We have a high proportion of younger members (due to successful recruiting at the College of West Anglia) – the most underrepresented age category remains the 30 – 60 age groups.
- Discussion took place regarding further membership recruitment – possibly in Outpatients' Departments again.
- MB advised that he would attend the Volunteers Induction events to ensure that new volunteers are invited to join the membership.
- There was some discussion on how to best 'sell' the idea of membership recruitment with suggestions including a new membership recruitment poster. It was explained that whilst this would be done, that 'face-to face' recruitment was always the most successful method as had been evidenced over the years.

Any other business:

- Staff at The Queen Elizabeth Hospital King's Lynn had received a national recognition award from the Ministry of Defence. This Standard Silver Award is presented to organisations that offer excellent support to service leavers, reservists, cadet forces, adult volunteers and employees with family in the forces. Emma Harrison thanked M&C governors Chaz Scholefield and Pat Kavanagh for their assistance with this work.
- The Committee discussed the forthcoming elections and potential changes to the group following the outcome of the elections.

Next Meeting:

Tuesday 21st January 2020 at 1 pm – in the Chairman's Room

Recommendations:

It is recommended that the Governors' Council:

- (i) Notes the report of the Membership & Communications Committee
- (ii) Notes the current Membership Profile (appendix 1)

Appendix 1

Membership Data November 2019

15/11/2019	Public	% of Mem	Base	% of Area	Index	
Age	7,753	100.00	306,893	100.00		
16	67	0.86	57,017	18.58	5	
17-21	760	9.80	14,516	4.73	207	
22-29	964	12.43	25,429	8.29	150	
30-39	557	7.18	35,449	11.55	62	
40-49	607	7.83	35,230	11.48	68	
50-59	793	10.23	43,376	14.13	72	
60-74	1,791	23.10	60,106	19.59	118	
75+	1,640	21.15	35,770	11.66	181	
Not stated	574	7.40	0	0.00	0	
Gender	7,753	100.00	306,893	100.00		
Male	2,947	38.01	151,257	49.29	77	
Female	4,806	61.99	155,636	50.71	122	
Ethnicity	7,753	100.00	289,753	100.00		
White - English, Welsh, Scottish, N Irish, British	7,068	91.16	262,556	90.61	101	
White - Irish	47	0.61	1,113	0.38	158	
White - Other	197	2.54	17,711	6.11	42	
Mixed - White and Black Caribbean	13	0.17	780	0.27	62	
Mixed - White and Black African	4	0.05	428	0.15	35	
Mixed - White and Asian	9	0.12	761	0.26	44	
Mixed - Other Mixed	11	0.14	734	0.25	56	
Asian or Asian British - Indian	32	0.41	1,158	0.40	103	
Asian or Asian British - Pakistani	5	0.06	233	0.08	80	
Asian or Asian British - Bangladeshi	2	0.03	161	0.06	46	
Asian or Asian British - Chinese	8	0.10	707	0.24	42	
Asian or Asian British - Other Asian	30	0.39	1,069	0.37	105	
Black or Black British - African	15	0.19	610	0.21	92	
Black or Black British - Caribbean	6	0.08	310	0.11	72	
Black or Black British - Other Black	16	0.21	251	0.09	238	
Other Ethnic Group - Any Other Ethnic Group	19	0.25	371	0.13	191	
Not stated	271	3.50	0	0.00	0	
ONS/Monitor Classifications	7,723	99.61	130,807	100.00		
AB	1,979	25.53	18,248	13.95	183	
C1	2,178	28.09	34,892	26.67	105	
C2	1,814	23.40	35,005	26.76	87	
DE	1,752	22.60	42,662	32.61	69	
Total membership	7,753	100.00	306,893	100.00		
Breckland, North Norfolk and ROE	1,350	17.36	0	0.00	0	
Cambridgeshire	716	9.24	66,105	21.54	43	
South East Lincolnshire	576	7.43	87,312	28.45	26	
West Norfolk	5,111	65.92	153,476	50.01	132	
Total	7,753	100.00	306,893	100.00		
Month	Joiners	Leavers	Net	Cumulative		
June 2019	6	6	0	7,660		
July 2019	2	9	-7	7,653		
August 2019	31	6	25	7,678		
September 2019	141	11	130	7,808		
October 2019	2	19	-17	7,791		
November 2019	2	40	-38	7,753		