



**Royal Berkshire**  
NHS Foundation Trust

**Our Trust Values:**  
**Compassionate | Aspirational | Resourceful | Excellent:**  
**CARE**

# **Membership Engagement Strategy**

## **2018-2021**

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## 1. Summary

- 1.1. As a Foundation Trust, we are accountable to service users, staff and local residents who can become Members and Governors. Members are represented by a Council of Governors comprising elected public and staff Members together with representatives of partner organisations, local authorities and Commissioners in the local community.
- 1.2. A representative and engaged Membership will help our Trust to continue to maximise its potential as a Foundation Trust and is an important objective for the Council of Governors.
- 1.3. This strategy outlines the Trust's vision for Membership over the period 2018-2021. It sets out the methods that will be used to identify and build an effective, responsive and representative Membership body that will assist in ensuring that our Trust is fit for its future in the changing NHS environment.
- 1.4. This strategy was approved by the Council of Governors in January 2018 and confirms our overall ambition of increasing the active engagement with existing Members as well as increasing the representativeness of our overall membership. This will mean that Membership is more meaningful and attractive for new Members from groups which have previously been underrepresented.

## 2. Current Position

- 2.1. As of December 2017, the Trust has approximately 9,100 Members. Membership is voluntary and is drawn from the Trust's public and staff/volunteer constituencies which include:

### Public

- East Berkshire & Borders
- Reading
- Southern Oxfordshire
- West Berkshire & Borders
- Wokingham

### Staff

- Healthcare Assistant/Ancillary
- Admin/Management
- Medical/Dental
- Allied Health professionals/Scientific
- Nursing/Midwifery
- Volunteer

2.2 Our constitution sets out details of eligibility for Membership, as well as restrictions and arrangements for termination of Membership. Members must be at least 16 years of age.

<b>Constituency</b>	<b>No. of Governors</b>	<b>Minimum no. of Members (set out in the Trust Constitution)</b>	<b>Current no. of Members (Dec 17)</b>
<b>East Berkshire &amp; Borders</b>	3	50	870
<b>Reading</b>	5	100	950
<b>Southern Oxfordshire</b>	1	50	195
<b>West Berkshire &amp; Borders</b>	3	75	562
<b>Wokingham</b>	3	75	855

2.3 Membership is an expression of public support for the Trust. Members have the opportunity to become involved in a number of areas including:

- being invited to Membership events, including the Annual General Meeting, information seminars and planned tours of hospital departments at the Members' Open Day
- voting in the election of representatives to the Council of Governors
- being able to stand for election to the Council of Governors
- receiving discounts on a wide range of goods and services by registering on the [www.healthservicediscounts.com](http://www.healthservicediscounts.com) website
- receive regular information about the Trust, including our magazine, Pulse
- being consulted, for example, on how the provision of services could be improved by completing surveys
- Attending Council of Governor meetings where Members can have the opportunity to ask questions and meet the Council of Governors
- being involved in the development of the Trust Strategy by completing surveys.

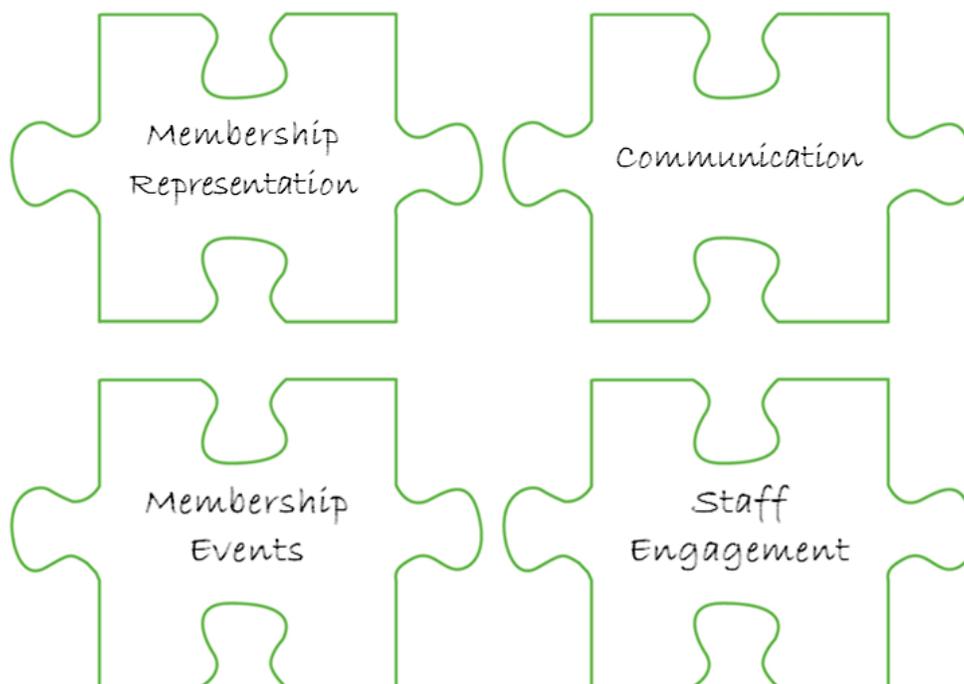
### *Recruitment of Members*

2.4 The Trust has a simple process for becoming a Member via an online application on its website and Membership application form which is made available at Membership events and within the hospital. Members don't need an email address to join but this is the Trust preferred method of communication with members. Governors are encouraged to help with the recruitment of Members by engaging with Members of the public who may also be part of other groups outside of their role as Governors.

### 3 Membership Aim and Objectives

The overall aim is to develop a more engaged Membership and that is more representative of the constituencies the Trust serves.

To enable the Trust to carry out this aim we will look at four key domains which are shown below.



This section outlines the objectives that the Trust has set for completion over the next three years, the approach to meet these objectives and how the Trust will monitor and evaluate the effectiveness of the objectives.

#### ***3.1 Membership Representation***

**Objective 1: To maintain and develop a Membership that is representative of the Constituencies that the Trust serves.**

**3.1.1** Membership is an important part of being a Foundation Trust as it shows public support for the Trust. A representative sample of the local constituencies will also allow the Trust to gauge local views and priorities which can help the Trust to shape its development of services.

**3.1.2** The Trust will advertise the benefits of being a public Member to the Constituencies by:

- Encouraging Governors, both public, partner, volunteer and staff Governors, to recruit Members when attending events outside the Trust.
- Encouraging Members to share the Pulse magazine and information on Membership events with their family, friends and local community contacts.
- Utilising social media such as the Trust's Website, Facebook, and Twitter to communicate the benefits of being a Member.
- Membership forms to be available in all appropriate areas of the Trust.
- Recruiting new Members at Trust Open Days, Job Fairs, Royal Berks Charity events, public and patient involvement events and via Hospital Radio Reading.
- Human Resources will look into the possibility of updating the staff exit questionnaire to include asking staff if they would like to be a Member if they leave the Trust to contact the Corporate Governance Team.

### *Monitoring and Evaluation*

**3.1.3** A report of Membership figures is provided to the Membership Committee. The report includes a breakdown of Members by constituency, ethnicity and age. The number of Members that have joined and left the Trust is also provided. The Membership Committee then provides an update to the Council of Governors.

## **Objective 2: Increase the Membership of Black and Minority Ethnic (BAME) and young people.**

**3.1.4** As a Foundation Trust we continue to welcome new Members for all constituencies but our main focus for recruitment during the next three years will be on increasing the Membership of Black and Minority Ethnic and young people (see appendix 1 for current figures).

**3.1.5** During the next three years, The Trust will aim to attract these groups by:

- Providing Membership forms to local sixth forms, colleges and Universities to distribute at their Open Days.
- Contacting local Universities to attend Fresher's week to promote Membership to young people moving to the local area.
- Pre-engagement opportunities will be available to young people that are not yet currently eligible to be a Member. A local competition would be advertised to year 10/11 students in local secondary schools, sixth forms and colleges to rename the Pulse magazine.
- A younger Member's programme would be established and incorporate
  - Receiving emails regarding jobs and careers six times a year
  - Training and education seminars which would be specifically targeted at younger Members including talks about ED, sexual health, maternity and paediatrics.
- The BAME staff forum at the Trust would be contacted to ask if they could engage with contacts in the local Community to promote the benefits of being a Member.
- The Partner Governor for the Alliance for Cohesion and Racial Equality would be contacted to see if there are any events that Governors could attend.

- The Partner Governor for the University of Reading would lead on hosting a stand at the University's Fresher's week to promote membership of the Trust and the work of the Council of Governors.

### *Monitoring and Evaluation*

#### **3.1.6** Achievement of this objective will include:

- The Membership Committee monitoring figures for BAME and Young people to identify if there has been an increase in these groups compared to the previous year.
- Two Membership events specifically targeting young Members being run at a local school, college or university by the end of 2021.
- Contact with the BAME forum to promote Membership of the Trust and the benefits of being a staff Governor. This would raise awareness of the role of Governors and encourage BAME staff to apply for staff Governor vacancies as they arise.

### **3.2 Membership Events**

#### **Objective 3: Membership events will continue to be held in each of the Trusts constituencies and where possible at spoke site in order to reduce costs.**

##### **3.2.1** During 2017, Governors were involved in hosting events in their constituency which included:

- Theatres Tour – West Berkshire Community Hospital
- Tinnitus Presentation – Bracknell
- Annual General Meeting – Reading
- Members' Open Day – Reading
- Practical Pain Management Presentation – Wokingham

##### **3.2.2** In 2017, the second Members Open Day was held at the Royal Berkshire Hospital site with the theme of the day being about partnership working. Feedback from the event has been positive and enabled the Trust to showcase the work of staff, key note presentations were held about research developments in the Trust and an engaging presentation from the Cardiology Department about first contact for a suspected heart attack to arriving in the hospital. Members also had the opportunity to go on planned tours of the hospital departments. Local partners were also invited to showcase the work they were currently involved in. Free parking was provided to Members attending the Open Day and the Annual General Meeting.

Attendance at the Open Day had increased across both public and staff Members since the previous year with approximately 150 Members attending the event. The Chairman and Trust Secretary also attended all of the Membership events in 2017.

##### **3.2.3** Membership events for 2018 are set out below:

- February 2018 – Townlands Hospital
- April 2018 – West Berkshire Community Hospital
- July 2018 – Trust Annual General Meeting
- September 2018 – Members’ Open Day
- November 2018 – Bracknell Healthspace

**3.2.4** It is suggested that Membership events held in Winter should be held in the day time to encourage greater attendance at events at this time of year.

#### *Monitoring and Evaluation*

**3.2.5** The Trust will know it is being successful if:

- There is an increased attendance by staff and public Members at events which are held in Trust spoke sites. Figures of attendance would be reported to the Membership Committee to monitor.
- Membership events in November and February are held in the day time in 2018/19 and attendance figures, being compared with that of the previous year, have increased.

#### **Objective 4: To encourage partnership working for Governors and Members to attend events run by the Trust, Communities, local Partnership working and the Royal Berks Charity.**

**3.2.6** Governors will continue to be encouraged to reach out to local external groups which they may be involved in in order to interact with the public and potential Members and promote the role of the Council of Governors.

**3.2.7** A toolkit would be developed that Governors could take with them when attending groups they are involved with in the local Community. This toolkit would include a generic presentation, a leaflet about the benefits of being a Member and Membership application forms. (Appendix 4 – Generic Presentation and Member Leaflet)

**3.2.8** The Royal Berks Charity holds a number of events which Governors could attend to promote the work of the Council of Governors and the benefits of being a Member of the Trust. Events by the Charity can be viewed by visiting the Trust Website: <http://www.royalberkshire.nhs.uk/get-involved/events.htm>

**3.2.9** Berkshire Healthcare Foundation Trust (BHFT) run a number of Membership and recruitment events in the year and the Trust could approach BHFT to ask if they would like to plan a joint event and allow us to attend other external events.

**3.2.10** The Trust runs a number of recruitment days to engage with potential new staff Members. Membership information would be provided to staff who facilitate the recruitment day.

**3.2.11** The Widening Participation Officer for the Trust is in contact with local schools and colleges and there are a number of events planned which Governors could attend to raise awareness of the role of Governors and Membership.

### *Monitoring and Evaluation*

**3.2.12** The Trust will know it is being successful by:

- The creation of a generic toolkit for Members to take out to local community groups.
- Attendance at a Membership event run by the Royal Berks Charity within the next year.
- Attendance at two events facilitated by a local school or college in the next two years.
- A joint Membership event held between BHFT and the Trust within the next three years.

### **3.3 Communication**

**Objective 5: To build and develop good communication and interaction between the Council of Governors and Trust Members.**

**3.3.1** Governors are an essential element of Membership recruitment, communication and engagement. We will provide a more focused role for Governors within Membership engagement by agreeing a programme of activity which will include:

- Governors will continue to host events in their constituency and all Governors are encouraged to attend as many Membership events as possible (2017 figures of Governor attendance are attached in appendix 2).
- The continuation of a 'meet your Governor' session prior to each Membership event, which would allow Governors to interact individually with a number of Members, inform them of developments at the Trust, the benefits of Membership, the role of the Council of Governors and any vacancies
- A greater emphasis will be placed on making Governors more visible to Members of the Trust. A video will be created where Governors would have the opportunity to introduce themselves to Members, talk about their role as a Governor and why they became a Member of the Trust.  
Thought should also be given as to whether we would want to contact Members to ask if anyone would be interested in a video to talk about what made them become a Member.
- A welcome email will be sent to new Members Joining the Trust confirming their membership, along with an information sheet about the Council of Governors and a list of Governors/Trust Contact emails.

## *Monitoring and Evaluation*

### **3.3.2** The Trust will know it is meeting the objective if:

- A video is created; and at least four Governors over the period of two years have taken part in the video.
- Governor attendance will be monitored at the Membership Committee to compare Governor attendance at 2018 events compared to the previous year. It is also anticipated that attendance will have increased.
- A welcome email is created and sent to any new Members that join

### **Objective 6: To refresh the Trust Pulse Magazine and ensure appropriate information is shared with Members that is relevant to what is happening in the Trust**

**3.3.3** The Trust has a magazine, Pulse, which is circulated to Members three times a year. A new platform for the magazine is currently being sought to refresh and update the look of the magazine.

**3.3.4** The Trust will increase the number of times the magazine is circulated to keep Members up to date on information that is relevant to what is happening at the time. It is also noted that the Pulse magazine is a comprehensive document which if refreshed would be more email-user friendly.

**3.3.5** The Trust will look at pre-engagement opportunities to promote being a Member to young people that are not currently eligible to apply to be a Member as they are not 16+. One opportunity the Trust could utilise is promoting a competition for young people to rename the Pulse magazine which could be advertised at a specific year group in a school and also sixth forms and colleges.

**3.3.6** Members will have the opportunity to take part in surveys which are relevant to what is happening in the Trust.

**3.3.7** A yearly Members Communication survey will be circulated to make sure the Trust is meeting the needs of the Members and keeping Members informed on information that is important to them.

## *Monitoring and Evaluation*

### **3.3.8** The Trust will know if this objective is being met if:

- The Pulse magazine is circulated to Members on alternate months when a new platform has been sourced to keep members informed of news which is relevant to them.
- A competition is advertised, in the next year, to young people between 14-18 to rename the Pulse magazine following the implementation of the new digital platform.

- Over the next three years, Members will receive a Members communication survey on an annual basis to take into account their views when planning future Membership events.

### **3.4 Staff Engagement**

#### **Objective 7: To provide opportunities for staff to become more actively engaged as Members.**

- 3.4.1** Staff and volunteers will be actively encouraged to take on an active role in involving themselves in Membership activities. They will receive the same communications and opportunities to be involved as public Members. The Voluntary Services Manager will be asked to cascade information to all Volunteers.
- 3.4.2** Information will be circulated to staff and volunteers to keep them informed on Membership events, in addition to receiving:
- A copy of the Pulse magazine to keep them up to date with what is happening in different parts of the hospital.
  - Membership application forms would be electronically circulated to all new staff Members and volunteers that join the Trust to pass onto friends and family.
- 3.4.3** The Trust will look to encourage more staff and volunteers to talk to other Members about the work they are involved with at the hospital through informative and engaging presentations at Membership events.
- 3.4.4** The Membership page on the Trust intranet will be kept up to date with relevant information about current Membership events and Staff and volunteer Governor vacancies.
- 3.4.5** As noted in objective three; the Trust will hold Membership events at spoke sites to enable staff and volunteers to have the opportunity to attend if they are not based at the Royal Berkshire Hospital site.
- 3.4.6** The Chief Executive will continue to promote the Annual General Meeting and Members' Open Day at monthly Team Briefs.

#### *Monitoring and Evaluation*

- 3.4.7** Holding Membership events at spoke sites and noting the attendance of staff Members at the Membership events – attendance data on staff and public Members attendance will be feedback at the Membership Committee.

#### **Objective 8: To increase representation of staff as Governors.**

- 3.4.8** Staff are a valuable resource to the NHS, not only does every staff members make a difference to the health of the local population but they also make valuable

contributions to steering the organisation's direction by getting involved in services and generating plans for the future.

**3.4.9** The Trust currently has three staff vacancies and the aim over the next three years is to fill all of these vacancies.

**3.4.10** The methods we will use to try and fill these vacancies include:

- Email specific work groups that have vacant Governor seats to make them aware of the vacancy.
- Information about governor vacancies to also be cascaded down from Care Group Directors and managers to show support for their staff member being a Governor.
- A leaflet could be developed by Governors to show how through their representation on the Council of Governors, staff will have a greater voice to develop ways of working that reflect patients' needs and priorities. Staff will be encouraged get involved to make a real impact on local health provision and service design.
- Staff and volunteer Members will also be advised of the training programme offered to Governors which could be used in future roles, such as interview skills training.

#### *Monitoring and Evaluation*

**3.4.11** The Trust will know if this objective is being met if:

- In the next three years we successfully fill all vacant Staff Governor seats
- A leaflet is created specifically for staff Governors to showcase what it means to be a Governor and the difference the impact they can have on local health provision and service design.

## Appendix 1 – Membership figures & analysis as at May 2018

	Members	Staff	Volunteers	Total
<b>TOTAL MEMBERSHIP</b>	<b>3,425</b>	<b>5,300</b>	<b>432</b>	<b>9,157</b>
<b>Age</b>				
0-16	1	0	0	1
17-21	13	124	89	226
22+	3,204	5,176	343	8,723
Not stated	207	0	0	207
<b>TOTAL</b>	<b>3,425</b>	<b>5,300</b>	<b>432</b>	<b>9,157</b>
<b>Age 22+ breakdown</b>				
22-29	148	1,065	55	1,268
30-39	359	1,262	27	1,648
40-49	486	1,305	32	1,823
50-59	621	1,127	42	1,790
60-74	1,051	411	125	1,587
75+	539	6	62	607
<b>TOTAL</b>	<b>3,204</b>	<b>5,176</b>	<b>343</b>	<b>8,723</b>
<b>Gender</b>				
Unspecified	46	0	0	46
Male	1,612	1,181	144	2,937
Female	1,767	4,119	288	6,174
<b>TOTAL</b>	<b>3,379</b>	<b>5,300</b>	<b>432</b>	<b>9,157</b>
<b>Ethnicity</b>				
White - English, Welsh, Scottish, Northern Irish, British	2,754	2,662	132	5,548
White - Irish	36	148	3	187
White - Gypsy or Irish Traveller	0	0	0	0
White - Other	103	509	10	622
Mixed - White and Black Caribbean	17	31	1	49
Mixed - White and Black African	10	13	0	23
Mixed - White and Asian	18	21	5	47
Mixed - Other Mixed	21	24	3	48
Asian or Asian British - Indian	108	369	14	491
Asian or Asian British - Pakistani	59	85	16	160
Asian or Asian British - Bangladeshi	3	13	0	16
Asian or Asian British - Chinese	14	34	3	51
Asian or Asian British - Other Asian	46	398	11	470
Black or Black British - African	61	250	13	324
Black or Black British - Caribbean	21	88	2	111
Black or Black British - Other Black	5	10	1	16
Other Ethnic Group - Arab	0	0	0	0
Other Ethnic Group - Any Other Ethnic Group	23	107	5	135
Not stated	126	538	213	875
<b>TOTAL</b>	<b>3,425</b>	<b>5,300</b>	<b>432</b>	<b>9,175</b>

## Appendix 2

### Governor attendance at Membership events

		12-Jul-17	23-Sep-17	15-Nov-17	26 Feb 18	30 April 2018	Total
		Annual General Meeting	Members' Open Day	Practical Pain Management Presentation	Trust Strategy	Trust Strategy	
Name	Constituency	Reading	Reading	Wokingham	South Oxfordshire	West Berkshire	
Ms. Deborah Sander	Reading	Y	Y	N	N	N	2/5
Dr. Sunila Lobo	Reading	Y	Y	N	N	N	2/5
Mr. Jonathan Barker	Reading	Y	Y	N	N	Y	4/5
Prof. Michael Garman	Reading		Y	N	N	N	1/2
Mr. Andrew Dugdale	Reading					N	0/1
Dr. Malcolm Edwards	Wokingham					N	0/1
Mr. Tony Lloyd	Wokingham	Y	Y	Y	Y	Y	5/5
Mr. Paul Gupta	Wokingham	Y	N	N	N	N	1/5
Ms. Lynda Taylor	East Berkshire & Borders	Y	Y	N	Y	N	3/5
Mr. Spike Humphrey	East Berkshire & Borders	Y	N	N	N	Y	2/5
Mr. Tom Neill	East Berkshire & Borders	Y	Y	N	N	N	2/5
Ms. Gwen Mason	West Berkshire & Borders	Y	Y	N	N	Y	3/5
Mr. John Bagshaw	West Berkshire & Borders	Y	Y	Y	Y	Y	4/5
Mr. Colin Lee	West Berkshire & Borders	N	Y	N	N	N	1/5
Vacant	Southern Oxfordshire						
Mr. Ian Clay	Volunteer Governor	Y	Y	N	N	N	2/5
Vacant	Staff: Health Care Assistant/Ancillary						
Mr. Steve Sellwood	Staff: Admin/Management	Y	N	N	N	N	1/5
Vacant	Staff: Medical/Dental						

Dr. John Crossman	Staff: Allied Health Professionals/Scientific	Y	N	N	N	N	1/5
Vacant	Staff: Nursing/Midwifery						
Ms. Wendy Bower	Appointed by Berkshire West Federation of CCGs	N	N	Y	N	N	1/5
Ms. Jennie Ford	Appointed by Berkshire East Federation of CCGs	Y	N	N	N	N	1/5
Mrs. Shirley Anstis	Appointed by Alliance for Cohesion and Social Equality	Y	Y	N	N	N	2/5
Mr. Peter Dooley	Appointed by Berkshire Carers Service	Y	N	N	N	N	1/5
Councillor Bet Tickner	Appointed by Reading Borough Council	N	N	N	N	N	0/5
Councillor Richard Dolinski	Appointed by Wokingham Borough Council	Y	Y	N	N	N	2/5
Councillor Gordon Lundie	Appointed by West Berkshire Council	N	N	N	N	N	0/5
Prof. Adrian Williams	Appointed by University of Reading		N	N	N	N	0/4

## Appendix 3

List of Governor involvement with local organisations.

Governor	External groups/ contacts	Date updated
Ms. Deborah Sander	<p><b>Health related;</b></p> <ul style="list-style-type: none"> <li>• Western Elms, Patient Participation Group</li> <li>• Bosom Buddies, breast cancer support group</li> <li>• Arthritis Matters</li> <li>• Somerville Medics Alumni Group</li> <li>• UoR, Autism Special Interest Group</li> <li>• UoR, ANDY (anxiety and depression in young people)</li> </ul> <p><b>Community;</b></p> <ul style="list-style-type: none"> <li>• Reading and District Fabians (chair)</li> <li>• Reading Labour Party</li> <li>• Tofrek Terrace Neighbourhood Group</li> <li>• Work with local schools.</li> </ul>	13/11/17
Dr. Sunila Lobo	<ul style="list-style-type: none"> <li>• University of Reading</li> <li>• Labour Party Member: Reading.</li> </ul>	
Mr. Jonathan Barker		
Prof. Michael Garman	<ul style="list-style-type: none"> <li>• University of Reading</li> <li>• Labour Party</li> </ul>	02/11/17
Mr. Tony Lloyd	<p><b>Local Community</b></p> <ul style="list-style-type: none"> <li>• Wokingham Area PPG Forum</li> <li>• Wargrave Surgery Patient Participation Group</li> <li>• Wokingham Healthwatch (not board Member)</li> <li>• Hurst, Twyford and Wargrave Neighbourhood Action</li> <li>• Townlands Steering Group</li> </ul> <p><b>Wider Community</b></p> <ul style="list-style-type: none"> <li>• Wokingham Borough HOSC</li> <li>• Reading Fibromyalgia Group</li> <li>• West Berkshire Neurological Alliance</li> <li>• Oxford Innovation investment Network (OION)</li> </ul> <p><b>NHS Thames Valley</b></p> <ul style="list-style-type: none"> <li>• Thames Valley SCN Vascular Network Group</li> <li>• Thames Valley restorative (dentistry) clinical network and the national commissioning guidelines steering group</li> </ul>	
Mr. Paul Gupta		
Mr. Tom Neill		
Mr. Spike Humphrey	<ul style="list-style-type: none"> <li>• Charters Secondary School</li> <li>• Sunninghill &amp; Ascot Parish Council</li> <li>• Windsor Constituency Labour Party</li> <li>• Ascot Branch Labour Party</li> <li>• Unite the Union</li> </ul>	

	<ul style="list-style-type: none"> <li>• Slough &amp; District Trades Council</li> <li>• Slough Constituency Labour Party</li> <li>• Slough Museum</li> </ul>	
Ms. Lynda Taylor	<ul style="list-style-type: none"> <li>• Bracknell Adult Social Care</li> </ul>	02/11/17
Ms. Gwen Mason	<ul style="list-style-type: none"> <li>• Newbury and District CCG</li> <li>• Patient Panel West Berkshire</li> <li>• Health Watch West Berks</li> <li>• (WBCH) West Berks Community Hospital League of Friends</li> <li>• (WBDA) West Berks Disability Alliance</li> <li>• (WBC) West Berks Council - Disability External Scrutiny Board (DESB).</li> <li>• Victoria Park Nursery and Family Hub</li> <li>• Winchcombe Primary School</li> <li>• Home Start West Berks</li> <li>• Family Hub Strategy Board</li> </ul>	02/11/17
Mr. John Bagshaw	<ul style="list-style-type: none"> <li>• West Berks Patient Panel</li> </ul>	02/11/17
Mr. Colin Lee		
Mr. Ian Clay	<ul style="list-style-type: none"> <li>• Hospital Volunteers</li> <li>• Heartbeats West Berkshire Heart Support Group</li> <li>• British Heart Foundation</li> <li>• Various West Berkshire Parish Councils</li> <li>• Western Elms Surgery Reading</li> <li>• SCAS</li> </ul>	
Mr. Steve Sellwood	<ul style="list-style-type: none"> <li>• Voluntary Services Organisation</li> </ul>	02/11/17
Mr. John Crossman		
Ms. Wendy Bower		
Ms. Jennie Ford	<ul style="list-style-type: none"> <li>• Bracknell &amp; Ascot CCG</li> <li>• Sandhurst Group Practice</li> <li>• Sandhurst Counselling Service</li> </ul>	22/11/17
Mrs. Shirley Anstis		
Mr. Peter Dooley	<ul style="list-style-type: none"> <li>• Berkshire Carers Service.</li> </ul>	
Councillor Bet Tickner	<ul style="list-style-type: none"> <li>• Reading Borough Council</li> <li>• Berkshire Healthcare Trust</li> <li>• Reading Refugee Support Group</li> <li>• Oxford Road Neighbourhood Action Group</li> <li>• Residents Associations in Reading town Centre</li> </ul>	08/11/17
Councillor Richard Dolinski	<ul style="list-style-type: none"> <li>• Councillor, Woodley Town Council</li> <li>• Councillor, Wokingham Borough Council, Adult Services, Health, Wellbeing and Housing</li> <li>• Affordable Housing Implementation Group</li> <li>• BHFT Berkshire Healthcare Foundation Trust</li> </ul>	02/11/17

	<ul style="list-style-type: none"> <li>• Reading East Conservative Party Association</li> <li>• Windsor and Maidenhead Conservative Party Association</li> <li>• National Education Union, formerly NUT &amp; ATL</li> <li>• Woodley and North Earley Community Forum</li> <li>• Woodley Volunteers</li> </ul>	
Councillor Gordon Lundie		
Prof. Adrian Williams		

## Appendix 4 – example Member leaflet and Generic Presentation



# Thinking about becoming a Member of the Royal Berkshire NHS Foundation Trust?

Royal Berkshire NHS Foundation Trust is one of the largest general hospital foundation trusts in the country.

We provide acute medical and surgical services to Reading, Wokingham and West Berkshire and specialist services such as cancer, dialysis and eye surgery to a wider population across Berkshire and its borders.

Membership is free and by becoming a Member you are helping to shape the future of the hospital. There are many benefits to being a Member including:

- Being invited to Membership events, including the Annual General Meeting, information seminars and planned tours of hospital departments at the Members' Open Day.
- Voting in the election of representatives to the Council of Governors
- Being able to stand for election to the Council of Governors
- Receiving discounts on a wide range of goods and services by registering on the [www.healthservicediscounts.com](http://www.healthservicediscounts.com) website.
- Receiving regular information about the Trust, including our magazine, Pulse
- Being consulted, for example, on how the provision of services could be improved by completing surveys.
- Attending Council of Governor meetings where Members can have the opportunity to ask questions and meet the Council of Governors.

## Generic Presentation

# Royal Berkshire NHS Foundation Trust

1

Who are the Council of Governors?  
The Council of Governors is made of 29

- Public Governors
- There are 15 public Governors representing five constituencies.
- Reading - 5 Governor
- East Berkshire & Borders- 3 Governors
- West Berkshire and Borders- 3 Governors
- Southern Oxfordshire- 1 Governor
- Wokingham- 3 Governors

2

## Who are the Council of Governors? Staff Governors

- The 5 staff Governors represent all the major staff groups
- Healthcare Assistant/Ancillary
- Admin/Management
- Medical/Dental
- Allied Health professional/Scientific
- Nursing/Midwifery
- The Trust Volunteers also elect a Governor

3

## Who are the Council of Governors? Partners Governors

- The 8 appointed Partner Governors represent
- Berkshire West Federation of Clinical Commissioning Groups
- Berkshire East Federation of Clinical Commissioning Groups
- Alliance for Cohesion and Racial Equality
- Berkshire Carers Service
- Reading Borough Council
- Wokingham Borough Council
- West Berkshire Council
- University of Reading

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## Governors Roles and Responsibilities

- The Health and Social Care Act 2012 sets out a number of statutory duties for Governors which include
- Appointing and, if appropriate, removing the chair and other non-executive directors
- Deciding the remuneration and allowances and other terms and conditions of office of the chair and the other non-executive directors
- Approving any new appointment of a Chief Executive
- Holding the non-executive directors, individually and collectively, to account for the performance of the Board of Directors

5

## Governors Roles and Responsibilities

- Represent the interests of the members of the trust as a whole and the interests of the public.
- Appointing the Trust's auditors.
- Receiving the Annual Report and Accounts.
- Approving amendments to the Trust's Constitution.
- The Governors' duty to hold the non-executive directors, individually and collectively to account, for the performance of the Board of Directors does not mean that Governors are responsible for decisions taken by the Board on behalf of the Trust. Responsibility for those decisions remains with the Board.

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## Council of Governors

- The Council of Governors have set up several groups to help it deliver its objectives of holding the non-executives directors to account and representing the views of members and the wider public
- Membership Committee
- Nominations and Remunerations Committee
- Governors Assurance Committee
- Strategy Committee
- Governors also attend the Executive Board meetings

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## Achievements of Governors

- Appointed or reappointed non-executive directors
- Appointed a new Chairman- Graham Sims.
- Approved the appointment of the new Chief Executive- Steve McManus
- Appointed external auditors
- Significant involvement in developing the Trust strategy
- Our Governors have regularly been asked to visit new and aspirant foundation trusts to give help and advice

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## Membership Numbers at December 2017

- Membership currently stands at 9,105
- 3,432 public members
- 405 volunteer members
- 5,268 staff members

East Berkshire and Borders	870
Reading	950
South Oxfordshire	195
West Berkshire and Borders	562
Wokingham	855
<b>Total</b>	<b>3,432</b>

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## Future Events

- To see future events run by the Royal Berkshire NHS Foundation Trust please visit:

<http://www.royalberkshire.nhs.uk/get-involved/membership-events.htm>

Twitter: @RBNHSFT

Facebook: [www.facebook.com/RBNHSFT](http://www.facebook.com/RBNHSFT)

Instagram: @royalberkshirehospital

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## Appendix 5 - Membership Electronic Letter

Dear,

Thank you for choosing to become a Member of the Royal Berkshire NHS Foundation Trust. The Trust currently has approximately 9,100 members (3,400 public members) and as a member you are helping to shape the future of our Trust.

We will keep you up to date on news and events happening at the Trust by:

- Sharing our Pulse Magazine with you on a regular basis
- Inviting you to attend membership events and seminars on various topics
- Every year there is an Annual General Meeting and Open Day which you and your family are welcome to attend.

You can become more involved in the Trust by:

- Becoming a volunteer at the Trust – please contact the Volunteer Services Manager on 01183225111 if this is something you would like to discuss in more detail.
- Taking part in surveys
- Voting in the election of the Council of Governors
- Standing for election in the Council of Governors
- Attending Council of Governor and Public Board meetings

Other ways that you can keep up to date with what is happening at the Trust and future membership events are below:

- Facebook – [www.facebook.com/RBNHSFT](http://www.facebook.com/RBNHSFT)
- Twitter - @RBNHSFT
- Instagram - @royalberkshirehospital

If you have any queries please don't hesitate to contact [Foundation.trust@royalberkshire.nhs.uk](mailto:Foundation.trust@royalberkshire.nhs.uk).

Yours sincerely

Caroline Lynch  
Trust Secretary

<http://www.royalberkshire.nhs.uk/get-involved/members.htm>

<http://www.royalberkshire.nhs.uk/council-of-governors.htm>

<http://www.royalberkshire.nhs.uk/open-meetings.htm>

<http://www.royalberkshire.nhs.uk/elections.htm>