



Royal Berkshire
NHS Foundation Trust

Membership Committee - 26/07/2022

MEETING
26 July 2022 17:30

PUBLISHED
22 July 2022

Agenda

<i>Location</i>	<i>Date</i>	<i>Owner</i>	<i>Time</i>
Video Conference Call/ Boardroom Level 4	26/07/22		17:30
1. Apologies for Absence (Verbal)		John Bagshaw	
2. Membership Recruitment Plan		Niall Norbury	17:30
3. Minutes for Approval: 12 April 2022 and Matters Arising Schedule		John Bagshaw	17:40
4. Membership Update		Hannah Travers	17:45
4.1. Elections			
4.2. Member Survey			
5. Membership Events		Hannah Travers	18:00
6. Membership Strategy		Hannah Travers	18:15
7. Date of Next Meeting: Monday 17 October 2022 at 17.30 (Verbal)		-	

Minutes

Membership Committee

Tuesday 12 April 2022

17.30 – 18.50

Video Conference Call

Present

Mr. John Bagshaw	(Public Governor, West Berkshire & Borders) (Chair)
Ms. Wendy Bower	(Partner Governor, Berkshire West CCG)
Cllr. Graham Bridgman	(Partner Governor, West Berkshire Council)
Mrs. Sunila Lobo	(Public Governor, Reading)
Ms. Pam Lynch	(Volunteer Governor)
Mr. William Murdoch	(Public Governor, Southern Oxfordshire)
Mr. Brian Painting	(Public Governor, Reading)
Mrs. Roberta Stewart	(Public Governor, Wokingham)
Mr. Paul Williams	(Public Governor, Reading)

In attendance

Ms. Kiki Kontra	(Transformation Project Lead) (for minute 01/22 and 02/22)
Mrs. Caroline Lynch	(Trust Secretary)
Mrs. Hannah Travers	(Deputy Trust Secretary)
Ms. Jo Warrior	(Director of Charity) (for minute 01/22)

Apologies

Mr. Jonathan Barker	(Public Governor, Reading)
Mr. Parry Batth	(Partner Governor, Wokingham Borough Council)
Mr. Martyn Cooper	(Public Governor, Reading)
Cllr. Deborah Edwards	(Partner Governor, Reading Borough Council)
Mr. Andrew Haydon	(Staff Governor, Nursing/Midwifery)
Mr. Tony Lloyd	(Public Governor, Wokingham) (Lead Governor)
Prof. Carol Wagstaff	(Partner Governor, University of Reading)

01/22 Minutes for Approval: 27 July 2021 and Matters Arising Schedule

The minutes of the meeting held on 27 July 2021 were approved as a correct record and would be signed by the Chair.

The Committee noted the matters arising update.

Minute 16/21: Membership Strategy: The Chair recommended that governors provided feedback on the membership strategy, governor presentation and recommend suggested topics of interest for membership events. **Action: All**

02/22 Royal Berks Charity

The Charity Director provided an overview of the Charity and highlighted fundraising plans for 2022/23. Key elements included developing corporate partnerships and a proactive marketing campaign to encourage gifts in wills and in-memory giving. Enablers to support fundraising included engaging with potential ambassadors to raise the charity profile, simplifying the process for volunteering with the charity and identifying a range of campaigns to present to

potential supporters. The Committee noted the range of projects that had been supported during 2021/22.

The Charity Director provided an overview of the types of Charity funds. The Committee noted that work was ongoing to promote providing donations to the general fund as this enabled the Charity to support the whole Trust as funds were not restricted for a specific purpose. A query was raised as to why fundraising continued when restricted funds were not spent. The Charity Director advised that targeted work was taking place with Fund Advisors to identify potential projects to support spend of restricted funds. This included projects identified on the Capital plan that the Charity could support.

The Charity Director asked for governors' support to promote the work of the Charity to members and the benefits of raising for the general unrestricted fund. This included volunteering at membership events, becoming ambassadors of the Charity and engaging in Charity events.

Action: All

03/22 Health Inequalities

The Transformation Project Lead provided an overview of the health inequalities project linked to Did Not Attend (DNA) rates. Engagement sessions had taken place to identify barriers to attendance and deprivation was identified as the greatest challenge to non-attendance.

An analytic tool had been developed and used factors identified that included living in areas of high deprivation and patient demographics to predict the DNA probability for a patient. A pilot study was undertaken by orthopaedic and cardiology clinical admin teams to contact patients two days prior to their appointment whose DNA probability was 50% and over. This had resulted in a decreased DNA rate.

Work was also continuing to build relationships with 'seldom heard' communities and feedback from patients to design a service that was accessible for all. Future priorities would include embedding the Accessible Information Standard to support patients with additional communication needs as well as the DNA analytic tool to reduce DNA rates. In addition, a pilot to weight the waiting list would also be undertaken that would consider health inequalities when allocating appointments for patients waiting equal time for treatment. However, this would be prioritised on a clinical needs basis and health inequalities were considered as part of pre-treatment discussions. Review of best practice and engagement work would take place prior to the start of the pilot study to develop a framework for the programme.

A governor queried the patients that were not in scope of the DNA project that did not attend appointments. The Transformation Project Lead advised that alternative solutions were being reviewed that included patient initiated follow up models.

04/22 Membership Update

The Deputy Trust Secretary introduced the report and highlighted that total membership was 9,887, a decrease of 44 members since the last meeting. The Trust Secretary recommended that governors continue to raise the benefits of becoming a member with local constituents. Membership Forms would also be circulated to governors. **Action: H Travers**

The Committee noted the membership application would shortly be made available on the Trust website and the link would be circulated to governors once this had been completed.

Action: H Travers

The Deputy Trust Secretary provided an update on the Pulse magazine that was circulated on a quarterly basis. Governors were invited to include an article in each magazine. The Committee recommended that nominations should be sought from governors to provide an article.

Action: H Travers

05/22 Membership Events

The Deputy Trust Secretary provided an overview of membership events scheduled for 2022-24. Events had been paused due to the Covid pandemic in 2021/22. Therefore, it was recommended that future events would take place virtually. Topics included the hospital redevelopment, health inequalities, TICC-19 Pathway, Virtual Outpatients and the Brainomix Project. The Annual General Meeting was also scheduled on the 21 September 2022.

The Committee noted that governor elections had been postponed as 'purdah' was in place until May 2022. The Deputy Trust Secretary proposed that virtual 'coffee meetings' were scheduled to highlight the benefits of the governor role as well support governors to carry out their statutory duty of representing the views of members.

The Committee discussed the proposed youth governor role. The Trust Secretary confirmed that work was continuing with the Youth Forum that had recently been established to review a job description for the role.

The Committee noted that the member survey had been paused due to 'purdah'. However, the draft survey would be submitted to the next meeting. **Action: H Travers**

A governor sought clarity on the progress of the governor letter for constituents that had previously been recommended. The Trust Secretary confirmed a letter could be provided for members following the appointment of a new governor. The Deputy Trust Secretary would review and circulate the letter that had previously been recommended to governors for any comments. **Action: H Travers**

A governor highlighted the low attendance of governors at the meeting. The Trust Secretary recommended that key messages following the Committee could be circulated to the Council to highlight the low attendance as the meeting provided the opportunity for governors to represent their members. **Action: C Lynch**

06/22 Training and Development

The Deputy Trust Secretary provided an overview of the virtual two year governor training and development programme. The Committee noted that training would be recorded to develop a virtual training catalogue.

Training and development sessions scheduled in 2022/23 would include NHS Finance, Integrated Care System, Social Media and GDPR/Cyber Security.

It was recommended that governors would feedback any additional membership training and development themes for consideration. **Action: All**

The Committee supported the training and development programme.

07/22 Terms of Reference

The Committee received the terms of reference that were due for review as part of the annual cycle. One amendment had been proposed to amend the quorum to five governors, of which three would be public governors.

The Committee agreed that a recommendation should be submitted to the Council to approve the terms of reference. **Action: J Bagshaw**

08/22 Date of the Next Meeting

It was agreed that the next meeting would be held on Thursday 9 June 2022 at 17.30

SIGNED:

DATE:

Membership Committee Matters Arising Schedule

Agenda Item 2

Date	Minute Ref	Subject	Matter Arising	Owner	Update
12 April 2022	01/22 (16/21)	Minutes for Approval: 27 July 2021 and Matters Arising Schedule: Membership Strategy:	The Chair recommended that governors provided feedback on the membership strategy, governor presentation and recommend suggested topics of interest for membership events.	All	No further feedback received.
12 April 2022	02/22	Royal Berks Charity	The Charity Director asked for governors' support to promote the work of the Charity to members and the benefits of raising for the general unrestricted fund. This included volunteering at membership events, becoming ambassadors of the Charity and engaging in Charity events.	All	Completed.
12 April 2022	04/22	Membership Update	<p>The Trust Secretary recommended that governors continue to raise the benefits of becoming a member with local constituents. Membership Forms would also be circulated to governors.</p> <p>The Committee noted the membership application would shortly be made available on the Trust website and the link would be circulated to governors once this had been completed.</p> <p>The Deputy Trust Secretary provided an update on the Pulse magazine that was circulated on a quarterly basis. Governors were invited to include an article in each magazine. The Committee recommended that nominations should be sought from governors to provide an article.</p>	<p>H Travers</p> <p>H Travers</p> <p>H Travers</p>	<p>Completed.</p> <p>On-going.</p> <p>Nomination received for August / September Pulse magazine.</p>

12 April 2022	05/22	Membership Events	The Committee noted that the member survey had been paused due to 'purdah'. However, the draft survey would be submitted to the next meeting.	H Travers	Item included on the agenda.
			The Trust Secretary confirmed a letter could be provided for members following the appointment of a new governor. The Deputy Trust Secretary would review and circulate the letter that had previously been recommended to governors for any comments.	H Travers	Item included on the agenda.
			The Trust Secretary recommended that key messages following the Committee could be circulated to the Council to highlight the low attendance as the meeting provided the opportunity for governors to represent their members.	C Lynch	Completed.
12 April 2022	06/22	Training and Development	It was recommended that governors would feedback any additional membership training and development themes for consideration.	All	No further updates received.
12 April 2022	07/22	Terms of Reference	The Committee agreed that a recommendation should be submitted to the Council to approve the terms of reference.	J Bagshaw	Completed. Submitted to the Council of Governors on 25 May 2022.

Title:	Membership Update
Agenda item no:	3
Meeting:	Membership Committee
Date:	26 July 2022
Presented by:	Hannah Travers, Deputy Trust Secretary
Prepared by:	Dominic Wong, Corporate Governance Officer

Purpose of the Report	This report sets out the changes in membership figures since the last Committee meeting. Total membership now stands at 9,650 which is a decrease of 237 members since the last meeting.
------------------------------	--

Report History	n/a
-----------------------	-----

What action is required?	
Assurance	
Information	
Discussion/input	<ul style="list-style-type: none"> • To note the report • To highlight governor elections to members • To note the letter that new governors can send to members.
Decision/approval	<ul style="list-style-type: none"> • To approve the Membership Survey •

1 Membership Figures

- 1.1 Current membership is 9,650 which is a decrease of 237 members compared with the figures from April 2022.
- 1.2 The Trust currently has;
 - (a) 3,361 public members (increase of 1 member) *
 - (b) 307 volunteer members (increase of 9 members)
 - (c) 5,982 staff members (decrease of 247 members)

* Data cleanse undertaken by the membership platform provider on a monthly basis

- 1.3 A breakdown of public membership by constituency is provided below.

Public Constituencies	No of Members
East Berkshire and Borders	839
Reading	939
South Oxfordshire	182
West Berkshire and Borders	560
Wokingham	832
Total	3361

1.4 There has been two new public members that have joined the Trust since the previous meeting. These members are broken down by age and ethnicity below:

Age	Wokingham	West Berkshire & Borders	South Oxfordshire	Reading	East Berkshire & Borders
Not stated	2				

Ethnicity	Wokingham	West Berkshire & Borders	South Oxfordshire	Reading	East Berkshire & Borders
Not stated	2				

2 Membership representation

- 2.1 Membership remains under represented until we reach the 30+ age groups. The 60+ age categories remains the highest represented. There will continue to be a focus to raise awareness of membership across the 16 – 30 age categories as well as Black Asian Minority Ethnic (BAME) categories that represent the local community.
- 2.2 A targeted membership recruitment campaign will be undertaken in the next quarter. A presentation will be provided at the meeting to highlight three potential social media posts that that could be advertised on Facebook/Instagram to members in the 16-30 age category
- 2.3 We have also an opportunity to attend the Freshers Fayre at the University of Reading on the 22 September 2022 to highlight the benefits of membership to students. Governors are asked to nominate two governors to attend with the Corporate Governance Team.

3 Governor Elections

- 3.1 Elections launched on 15 July 2022 and nominations are required to be received by Civica by 5 August 2022. The result of the election will be announced on 16 September 2022. New governors will be invited to the Annual General Meeting and will take up their seats following the conclusion of the Annual General Meeting.
- 3.2 A letter has been developed that new governors can send to members (appendix 2)
- 3.3 Governors are asked to highlight the elections to local groups and members of their constituencies.

4 Member Survey

- 4.1 Following discussion at the previous Membership Committee meeting, it was proposed that a member survey will circulated to members related to administration and communication. Please see survey attached at Appendix 3.
- 4.2 Governors are asked to approve the member survey being circulated to members.

5 **Pulse Magazine**

- 5.1 The Pulse magazine article is distributed on a quarterly basis (previously monthly) to provide updates from the Trust. The most recent edition was circulated in May 2022. 49% (1 099) of recipients opened the Pulse Magazine link.
- 5.2 Governors are asked to express an interest in providing an article for the Pulse magazine so that the Corporate Governance team can schedule Governor Articles accordingly. Pulse will be circulated to members during August and December 2022.

6 **Attachments**

- 6.1 The following are attached to this report:

Appendix 1 – Membership figures & analysis for the April 2022 Committee

Appendix 2 – Member letter

Appendix 3 –Member Survey

Appendix 1 – Membership Figures & Analysis

Membership Figures & Analysis as at 30 June 2022				
	Public	Staff	Volunteers	TOTAL
TOTAL MEMBERSHIP	3,361	5,982	307	9,887
Age				
Age	Public	Staff	Volunteers	TOTAL
0-16	0	0	0	0
17-21	15	61	37	140
22+	3,131	5,921	270	9,537
Not stated	215	0	0	0
TOTAL	3,361	5,982	307	9,887
Age 22+ breakdown				
Age 22+ breakdown	Public	Staff	Volunteers	TOTAL
22-29	62	1083	19	1,276
30-39	319	1725	18	2,101
40-49	456	1386	24	1,911
50-59	569	1220	49	1,851
60-74	977	497	109	1,620
75+	748	10	51	778
TOTAL *does not include Not stated or Age 0-21	3,361	5,921	270	9,537
Gender				
Gender	Public	Staff	Volunteers	TOTAL
Unspecified	74	0	0	68
Male	1,540	1,372	100	3,119
Female	1,747	4,610	207	6,700
TOTAL	3,361	5,982	307	9,887
Ethnicity				
Ethnicity	Public	Staff	Volunteers	TOTAL
White - English, Welsh, Scottish, Northern Irish, British	2,641	2,437	100	5,305
White - Irish	35	107	2	150
White - Gypsy or Irish Traveller	0	0	0	0
White - Other	106	533	7	669
Mixed - White and Black Caribbean	16	37	0	53
Mixed - White and Black African	10	12	1	23
Mixed - White and Asian	17	31	0	50
Mixed - Other Mixed	23	43	1	66
Asian or Asian British - Indian	106	494	9	625
Asian or Asian British - Pakistani	62	94	2	162
Asian or Asian British - Bangladeshi	4	16	1	25
Asian or Asian British - Chinese	16	49	2	62
Asian or Asian British - Other Asian	46	394	6	442
Black or Black British - African	68	415	1	493
Black or Black British - Caribbean	20	98	2	122
Black or Black British - Other Black	4	19	2	24
Other Ethnic Group - Arab	0	0	0	0
Other Ethnic Group - Any Other Ethnic Group	23	176	2	209
Not stated	164	1,024	169	1,407
TOTAL	3,361	5,979	307	9,887

Dear [firstname]

I am writing to introduce myself as one of your elected Public Governors, and to make sure that as a member, you are receiving regular information and opportunities to contribute your say to the way our service is run.

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 which you and your family are welcome to attend.

You can keep up to date with what is happening at the Trust and future membership events are below:

- Facebook – www.facebook.com/RBNHSFT/
- Twitter - @RBNHSFT
- Instagram - @royalberkshospital
- Youtube – www.youtube.com/c/RoyalBerkshireNHSFoundationTrust
- Tiktok - www.tiktok.com/@rbnhsft

Please do share any information that would be of interest to family and friends.

Further information on events that are taking place over the next couple of months are also detailed below and further information will be circulated to members shortly:

- Digital Outpatient Services and Future Developments – 21 July 2022
- Annual General Meeting - 21 September 2022

If you have any queries please don't hesitate to contact Foundation.trust@royalberkshire.nhs.uk

We look forward to seeing you at a future event

Yours sincerely

xxxxxxx
Governor

Members Survey June 2022

1. If you or a member of your family needed to access a GP during the last 6 months, have you experienced any significant problems and how has this impacted on you or your family.

2. If you or a member of your family have visited one of the Royal Berkshire NHS Foundation Trust sites (eg the Royal Berkshire Hospital, Reading (including the Emergency Department (A&E), West Berkshire Community Hospital, Thatcham, Bracknell Healthspace or Townlands Hospital, Henley) in the last six months please state whether your experience of getting there and attending your appointment was convenient

Yes No

IF Yes go to Q3 IF No please state why in the box below.

3. In relation to any scheduled visit to any of the sites listed above in the last six months please indicate whether the administrative arrangements (i.e. appointment letters, text messages etc.) were satisfactory

Yes No

IF Yes go to Q3 IF No please explain what problems you experienced in the box below.

4. If you or a member of your family have received an invitation to a virtual appointment with a consultant or other member of the clinical teams in the last 6 months, please indicate whether this was satisfactory

Yes No

IF No please state why in the box below.

5. If you have any other comments about Trust access or administrative arrangements that are not covered above, please set out the details in a separate e-mail addressed to XXXX at the RBH

Title:	Membership Events
Agenda item no:	6
Meeting:	Membership Committee
Date:	26 July 2022
Presented by:	Hannah Travers, Deputy Trust Secretary
Prepared by:	Hannah Travers, Deputy Trust Secretary

Purpose of the Report	To provide an overview of Membership events scheduled during 2022/23.
------------------------------	---

Report History	n/a
-----------------------	-----

What action is required?	
Assurance	
Information	
Discussion/input	To note the events scheduled.
Decision/approval	

1 Introduction

- 1.1 The digital outpatient services and future development membership event took place on the 21 July 2022. This had been deferred from previous years and had been scheduled for late 2022. However, due to clinician availability this was brought forward.
- 1.2 22 members and 8 governors attended the session and there was also the opportunity for members to meet governors following the presentation.
- 1.3 Feedback forms have been circulated to members in relation to their experience of the virtual event as well as recommendation of topics for future membership events.

2 Annual General Meeting 2022

- 2.1 The next event scheduled is the Trust's Annual General Meeting on 21 September 2022 at 5:30pm. This will take place at the Trust Education Centre, Royal Berkshire Hospital and details will be circulated to members in August 2022.
- 2.2 There will be a 'meet your governors session' at the start of the event.
- 2.3 The Trust Secretary will co-ordinate presentations for the day and will meet with the Lead Governor to discuss their section of the presentation.
- 2.4 The AGM will be advertised via the following methods:
 - The poster for the event will be circulated to local libraries and GPs, displayed throughout the Trust and provided to governors for circulation to their contacts
 - Trust Website
 - Round Up
 - To members via the membership database
 - Social media including Twitter and Facebook

- Local Media

3 Proposed Events in 2022/23

3.1 Please see below future events scheduled to take place during 2022-23. This will be subject to clinician availability due to clinical demands of the hospital. Please note that hospital redevelopment and health inequalities have been rescheduled to later in the year following staff availability.

<u>Date</u>	<u>Topic</u>
Wednesday 21 September 2022	Annual General Meeting
November 2022 (Wokingham constituency)	TICC-19 Pathway
February 2023 (East Berkshire & Borders constituency)	Health Inequalities
May 2023 (West Berkshire & Borders constituency)	Hospital Redevelopment
July 2023 (Southern Oxfordshire & Borders constituency)	Brainomix Project

Title:	Membership Strategy Update
Agenda item no:	2
Meeting:	Membership Committee
Date:	26 July 2022
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Hannah Travers, Deputy Trust Secretary

Purpose of the Report	To provide an update on progress against the Membership Strategy objectives.
------------------------------	--

Report History	27 July 2021 Membership Committee
-----------------------	-----------------------------------

What action is required?	The Committee is asked to note the progress against the membership Strategy objectives and that a new strategy will be submitted to the next meeting.
Assurance	
Information	
Discussion/input	✓
Decision/approval	✓

1 Background

1.1 The Trust Membership 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.

1.2 The Membership Strategy sets out four key domains; membership Representation, Membership Events, Communication, and Staff Engagement. Two objectives have been identified for each domain.

1.2.1 *Membership Representation:*

- To maintain and develop a Membership that is representative of the Constituencies that the Trust serves.
- Increase the Membership of Black and Minority Ethnic (BAME) and young people.

1.2.2 *Membership Events:*

- Membership events will continue to be held in each of the Trusts constituencies and where possible at spoke site in order to reduce costs.
- To encourage partnership working for Governors and Members to attend events run by the Trust, Communities, local Partnership working and the Royal Berks Charity.

1.2.3 *Communication:*

- To build and develop good communication and interaction between the

Council of Governors and Trust Members.

- To refresh the Trust Pulse Magazine and ensure appropriate information is shared with Members that is relevant to what is happening in the Trust.

1.2.4 *Staff Engagement:*

- To provide opportunities for staff to become more actively engaged as Members.
- To increase representation of staff as Governors.

2 Recommendation

- 2.1 The Committee is asked to review the Council's progress against objectives set out in the Membership Strategy Attachments.
- 2.2 The Membership Strategy will be refreshed for 2022-25 and will be submitted to the next meeting.
- 2.3 The following is attached to this report:
 - (a) Appendix 1 – Membership Strategy Objectives 2018-22

Objective	Methods	Outcomes
<i>Membership Representation</i>		
To maintain and develop a Membership that is representative of the Constituencies that the Trust serves.	Encouraging Governors, both public, partner, volunteer and staff Governors, to recruit Members when attending events outside the Trust.	On-going. 37 members joined the Trust between April 2021-March 2022 (33 members joined 2020-21).
	Utilising social media such as the Trust's Website, Facebook, and Twitter to communicate the benefits of being a Member.	On-going. A membership recruitment proposal will also be promoted during 2022. Other channels such as TikTok and Instagram will also be utilised.
	Membership forms to be available in all appropriate areas of the Trust.	Membership forms are available on the Trust Website and have been circulated to different areas of the Trust and spoke sites. Forms will continue to be sent to localities on a quarterly basis.
	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.	Completed. This has now been included in the staff exit questionnaire.
Increase the Membership of Black and	Providing Membership forms to local sixth forms, colleges and Universities to distribute at their Open Days.	On-going. Additional membership forms will be sent out on an annual basis.

Minority Ethnic (BAME) and young people.	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.	To consider whether the Council of Governors would want to progress this option.
	A younger Member's programme would be established and incorporate receiving emails regarding jobs and careers six times a year as well as training and education seminars which would be specifically targeted at younger Members including talks about ED, sexual health, maternity and paediatrics.	Not yet achieved. This will be progressed in the refreshed communications plan of the membership strategy to recruit younger members.
<i>Membership Events</i>		
Membership event will continue to be held in each of the Trusts constituencies and where possible at spoke site in order to reduce costs.	Membership event for 2021-22 is set out below. <ul style="list-style-type: none"> October 2021 – Annual General Meeting (AGM) 	<p>A hybrid AGM took place in October 2021. Governors attended the event in person and members were also invited. A live question and answer session was also held as part of the event.</p> <p>Membership event scheduled for July 2022 and AGM scheduled for 21 September 2022. Further Membership Event schedule for 2022-23 submitted to Membership Committee in April 2022.</p>
	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 for 2021-22 were not held due to Covid restrictions. This will be progressed during 2022-23.
To encourage partnership	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	On-going.

working for Governors and Members to attend events run by the Trust, Communities, local Partnership working and the Royal Berks Charity.	potential Members and promote the role of the Council of Governors.	
	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.	Membership and recruitment events were paused during 2021-22. This will be progressed during 2022-23. In addition other integrated care system partners will be approached to discuss joint membership events.
<i>Communication</i>		
To build and develop good communication and interaction between the Council of Governors and Trust Members.	Governors will continue to host events in their constituency and all Governors are encouraged to attend as many Membership events as possible.	This had been paused during 2021-22 due to social distancing restrictions. This will be progressed during 2022-23. Virtual events will also be recommended as this provides the opportunity for members to attend without the requirement to travel to different localities.
	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.	Not yet achieved. To consider whether the Council of Governors would like to progress this action.
To refresh the Trust Pulse Magazine and ensure appropriate information is shared with Members that is	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.	Achieved. Pulse is circulated to members four times a year.
	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	

relevant to what is happening in the Trust.	is a comprehensive document which if refreshed would be more email-user friendly.	
	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.	Not yet achieved. This will be progressed in the refreshed communications plan of the membership strategy to recruit younger members.
	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.	Not yet achieved. This will be progressed during 2022-23.
<i>Staff Engagement</i>		
	Information will be circulated to staff and volunteers to keep them informed on Membership events, in addition to receiving: 1.) A copy of the Pulse magazine to keep them up to date with what is happening in different parts of the hospital. 2.) Membership application forms would be electronically circulated to all new staff Members and volunteers that join the Trust to pass onto friends and family.	Membership events, Pulse magazine and Governor vacancies are routinely cascaded through internal communications.
	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	On-going.

	informative and engaging presentations at Membership events.	
	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.	On-going.
To increase representation of staff as Governors	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.	The Council of Governors to review whether they want to progress this going forward.