

Membership Committee - 16 July 2024

MEETING
16 July 2024 17:30 BST

PUBLISHED
10 July 2024

Agenda

Location
Seminar Room, Trust Education Centre (TEC)

Date
16 Jul 2024

Time
17:30 BST

	Item	Owner	Time	Page
1	Apologies for Absence and Declarations of Interest (Verbal)	Richard Havelock		-
2	Member Issues and Feedback (Verbal)	Richard Havelock	17:30	-
3	Minutes for Approval: 11 April 2024 & Matters Arising Schedule	Richard Havelock	17:35	3
4	Membership Update	Caroline Lynch	17:40	11
5	Membership Events	Caroline Lynch	17:45	15
6	Preparations for the Annual General Meeting (Verbal)	Caroline Lynch	17:50	-
7	Training & Development	Caroline Lynch	18:00	17
8	Membership Strategy Review	Caroline Lynch	18:05	19
9	Council of Governors Objectives Review	Caroline Lynch	18:15	29
10	Work Plan	Caroline Lynch		36
11	Reflections of the Meeting:	Richard Havelock	18:25	-
11.1	How did you feel during discussions?			-
11.2	How did our thinking move us on?			-
11.3	Do we need to do anything differently?			-
12	Date of Next Meeting: Monday 21 October 2024 at 17.30			-

Minutes

Membership Committee

Thursday 11 April 2024

17.30 – 18.50

Video Conference Call

Present

Mr. Richard Havelock	(Volunteer Governor, Chair)
Mr. Jonathan Barker	(Public Governor, Reading)
Cllr. Deborah Edwards	(Partner Governor, Reading Borough Council)
Dr. Sunila Lobo	(Public Governor, Reading) (Lead Governor)
Mrs Miranda Walcott	(Public Governor, Integrated Care Board)
Mr. Paul Williams	(Public Governor, Reading)
Mr. John Bagshaw	(Public Governor, West Berkshire & Borders)
Mrs. Sally Moore	(Staff Governor: Admin/Management)
Mr. James Mugo	(Public Governor, Reading)

In attendance

Miss. Kerrie Brent	(Interim Corporate Governance Officer)
Mrs. Caroline Lynch	(Trust Secretary)
Mr. Niall Norbury	(Campaigns and Marketing Manager) (for minute 08/24)

Apologies

Mr. Darren Browne	(Partner Governor, Autism Berkshire)
Mr. Martyn Cooper	(Public Governor, West Berkshire & Borders)
Dr. Tom Duncan	(Staff Governor, Medical & Dental)
Mr Douglas Findlay	(Public Governor, Wokingham)
Mrs. Alice Gostonski	(Public Governor, West Berkshire & Borders)
Mr. Andrew Haydon	(Staff Governor, Nursing & Midwifery)
Dr. Paul Jenkins	(Partner Governor, University of Reading)
Mr. Clive Jones	(Public Governor, Wokingham)
Mr Benedict Krauze	(Public Governor, Wokingham)
Mr Tom Lister	(Staff Governor: Allied Health Professionals/Scientific)
Cllr. Alan Macro	(Partner Governor, West Berkshire Council)
Mr. Adrian Mather	(Partner Governor, Wokingham Borough Council)
Mr. William Murdoch	(Public Governor, Southern Oxfordshire)
Mrs. Beth Rowland	(Public Governor, Wokingham)

08/24 New Trust Website

The Campaigns and Marketing Manager provided a visual overview of the new Trust Website that was due to go-live on 17 April 2024.

A question was raised in relation to the accessibility of the website via the use of mobile phones as it was noted that the current website format was not mobile friendly. The Committee noted that the new website had been designed specifically for mobiles phones, tablets and computers.

A Governor queried whether the date of publication of documents could be added to provide assurance that the information was the most up to date as well as support the improvement of the Google ranking as the current website could not be easily found. The Campaigns and Marketing Manager would feedback the need for dated documents to the teams. It was noted that several integration tools had been implemented to boost the Google ranking as this was a priority for the new website. It was queried how the success would be measured. It was noted that there would be a monitored reduction in bounce rates, increased website traffic as well as an increased web standard and positive feedback via the feedback function. The Campaigns and Marketing Manager would circulate the current statistics for information.

Action: N Norbury

The Partner Governor, Integrated Care Board queried whether the development of the website had considered and engaged Children and Young People and neurodivergent people. The Campaigns and Marketing Manager advised that a number of stakeholders had been engaged including Children and Young People and Neurodiversity groups, Patient Leaders, staff and those responsible for pages and information. In addition, features and tools had been added to support the user accessibility as well as a feedback function. The new website enabled the Trust to make changes and additions and therefore would be reviewed regularly.

A Governor raised a question in relation to the information available for the Patient Advice and Liaison Service (PALS). The Campaigns and Marketing Manager advised that the PALS and Call4Concern service details would be easily accessible via the 'Contact Us' section and were also included in many sections of the website.

The Trust Secretary raised a question in relation to whether the Corporate Governance team would be provided with training to enable them to quickly update their sections of the website. The Campaigns and Marketing Manager advised that training would be provided as well as on-going assistance.

The Committee discussed Governor biographies that were due to be updated over the next month. Some members of the Committee requested that their photos should be published on the Trust website. The Trust Secretary highlighted that some Governors may not want their photos on the website and, previously, a Governor had stepped down specifically because of this reason. It was agreed that the Corporate Governance team would circulate all Governor biographies to be updated together with a request as to whether Governors were willing to have their photos published. The Committee noted that there would be a cost implication associated with this and would need to be considered considering the Trust's current financial situation.

Action: C Lynch

The Corporate Governance Officer highlighted that the main round of Governor elections were due to be launched on 2 June 2024 and, as a result, there would be changes to the register of Governors. Therefore, the timing of the photos would need to be aligned with this.

The Committee agreed that a recommendation would be submitted the Council to approve the request for any Governor that wished to have their photograph be published on the website.

Action: R Havelock

A Governor also raised the issue of Governor photographs being added to the Main Reception on Craven Road. The Trust Secretary advised that the Board photographs had been relocated from this area. The Staff Governor, Administration and Management, advised that works had been carried out to improve the main reception area at Reading site. It was noted that the Chief Executive Officer had commissioned the team with improving the entrance space to the hospital with the promotion of the Trust Values and health promotional messages. It was noted that there was limited wall space available in this area.

The Committee noted that additional information had been added to the website to encourage attendance at minor injuries, urgent care centre and the use of the 111 service to help reduce the pressure on the Emergency Department.

The Staff Governor, Administration and Management, confirmed that the current website would run in parallel to the new website during go-live.

The Corporate Governance Officer would provide the membership form QR code for the website and this would be made available to Governors on request. **Action: K Brent**

09/23 Member Issues and Feedback

No member issues and feedback was noted.

10/24 Minutes for Approval: 15 February 2024 and Matters Arising Schedule

The minutes of the meeting held on 15 February 2024 were approved as a correct record.

The Committee noted the matters arising update. All actions were either included on the agenda or completed.

11/24 Membership Update

The Corporate Governance Officer advised that the current membership was 10,732; an increase of 10 members compared with figures from February 2024. However, membership remained underrepresented below the age of 30.

A Governor queried attendance at the Trust's Introduction to Medicine Day. The Corporate Governance Officer advised that the nominated Governor had become unwell the day before the event and no other Governors had nominated themselves when requested at the last meeting. It was noted that this also applied to the two months that there had not been a Governor article in the membership magazine. It was agreed that, going forward, at least two Governor nominations would be sought for each event. The Trust Secretary highlighted the need for Governors to volunteer for these events.

A Governor queried how the Trust was measuring success in relation to the underrepresentation of people below the age of 30. The Trust Secretary advised that a number of targeted events and recruitment plans had been organised or were in development as well as the recruitment of a Corporate Governance Officer with specific duties to membership. The Trust Secretary highlighted that the Corporate Governance team had signed up to attend two Activate Learning Career Fair's; one at Reading College and one at Bracknell and Wokingham College during April 2024. Governors were asked to nominate themselves to attend the event to sign up new members. It was agreed that two Governors would be selected for each event. **Action: All Governors**

The Trust Secretary would circulate an email request for nominations. **Action: C Lynch**

In addition, two further events were in the process of being finalised; one at Health Innovation Partnership Inequalities event at the University of Reading; and the other related to a membership talk at Reading u3a. Governors would be asked to nominate themselves to attend the events once confirmed.

Action: C Lynch

Governors were reminded of the upcoming Reading Half Marathon on Sunday 14 April 2024 and were asked to attend to provide support to the circa 50 members of staff running on behalf of the Royal Berks Charity. Details of the meeting place would be circulated to all governors.

Action: C Lynch

The Committee noted that since the last meeting two editions of the monthly Pulse magazine had been distributed to membership. Each edition received circa 40% click opens. The next issue was due to be circulated in April 2024. In addition, work was on-going to improve the content included in the magazines including increasing ways for members to engage.

The Committee discussed the breakdown of membership figures. It was recommended that the next report would include a comparison from 2020 to 2024 would be provided at the next meeting.

Action: K Brent

12/24 Preparations for Annual General Meeting

The Trust Secretary highlighted that preparations for the Annual General Meeting scheduled for Wednesday 18 September 2024 had commenced. It was anticipated that venue would be at the Clinical Skills Suite at the University of Reading. Discussions were ongoing to ascertain if tours of the simulation suite would be possible at the event. A number of stands had been confirmed for the meeting including; Research and Innovation, Building Berkshire Together and the Royal Berks Charity.

13/24 Membership Strategy Review

The Trust Secretary provided an overview of the progress against the Membership Strategy Objectives 2022/24.

The Trust Secretary advised that the Membership Strategy was due to be refreshed. A draft Membership Strategy 2025-2028 would be circulated and Governors would be asked to provide feedback ahead of the next meeting.

A Governor suggested approaching the Youth Governor to support and attend events targeted at recruiting younger members.

The Committee noted that the Integrated Care Board (ICB) had recently provided contacts for groups for Young People in both Reading and Wokingham to support getting the youth voice to governors and signing up new members.

The Corporate Governance Officer would approach the Royal Berks Charity to attend the upcoming Sikh event on 5 May 2024.

Action: K Brent

A Governor advised that an event had been organised on 26 June 2024 by Mortimer PPG, and the topic related to Diabetes that included two speakers from the Trust. Further details of the event would be submitted to the Trust Secretary.

Action: J Bagshaw

14/24 Council of Governor Objectives

The Trust Secretary provided an update on progress against the Council of Governors Objectives for 2022/23.

In addition, The Trust Secretary provided an overview of the proposed draft objectives for 2024/25 and Governors were asked to provide feedback.

A Governor queried whether the amount of objectives proposed would be achievable and suggested a review of what objectives were statutory and therefore required and those that the Council of Governors had proposed in addition. The Trust Secretary advised that a number of objectives would be achievable. However, acknowledged that progression of the 2022/23 objectives had proved challenging due to staffing issues. It was agreed that the Trust Secretary would provide a revised report highlighting the comparison for review. **Action: C Lynch**

A suggestion was made that there was a specific objective that focused on communication as a high priority.

15/24 Reflections of the Meeting

The Corporate Governance Officer led the discussion.

16/23 Date of the Next Meeting

It was agreed that the next meeting would take place on Tuesday, 16 July 2024 at 17.30.

SIGNED:

DATE:

Membership Committee Matters Arising Schedule

Agenda Item 2

Date	Minute Ref	Subject	Matter Arising	Owner	Update
11 April 2024	08/24	New Trust Website	It was queried how the success would be measured. It was noted that there would be a monitored reduction in bounce rates, increased website traffic as well as an increased web standard and positive feedback via the feedback function. The Campaigns and Marketing Manager would circulate the current statistics for information.	N Norbury	<p>Information as below:</p> <ul style="list-style-type: none"> Reduced bounce rate – bounce rate is the number of people who go on one page and don't interact in any way which is suggestive of them not finding what they want. Current bounce rate is 72.03% so want to reduce this down closer to 50%. Accessibility standards – we currently have an A rating in web accessibility which is great but want to increase to AAA which is the highest web standard. Website feedback – we have a new section for people to feedback if they've found what they're looking for so want to ensure that number reduces over time.
11 April 2024	08/24	New Trust Website	<p>It was agreed that the Corporate Governance team would circulate all Governor biographies to be updated together with a request as to whether Governors were willing to have their photos published. The Committee noted that there would be a cost implication associated with this and would need to be considered considering the Trust's current financial situation.</p> <p>The Committee agreed that a recommendation would be submitted the Council to approve the request for any Governor that wished to have their photograph be published on the website.</p>	C Lynch	<p>Request for biographies circulated with four Governors outstanding. Once received biographies will be reviewed by the Communications team for publishing.</p> <p>Email circulated to obtain Governors consent for photographs on 9 July 2024. Drop in sessions organised for those who consent in July and September 2024.</p> <p>Item discussed at the Council of Governors meeting on 29 May 2024</p>

Membership Committee

Date	Minute Ref	Subject	Matter Arising	Owner	Update
					and agreed that a biography for each Governor was appropriate. However, photographs should not be mandatory. The Trust Secretary would develop the process for those governors who wished to have their photograph on the website.
11 April 2024	08/24	New Trust Website	The Corporate Governance Officer would provide the membership form QR code for the website and this would be made available to Governors on request.	K Brent	QR code updated with new website link. Available upon request.
11 April 2024	11/24	Membership Update	The Trust Secretary highlighted that the Corporate Governance team had signed up to attend two Activate Learning Career Fair's; one at Reading College and one at Bracknell and Wokingham College during April 2024. Governors were asked to nominate themselves to attend the event to sign up new members. It was agreed that two Governors would be selected for each event.	All Governors	Two Governors nominated themselves to attend the Reading College event. The event was attended by the Trust. One Governor nominated themselves to attend the Bracknell and Wokingham College event. Unfortunately, due to sickness in the team the Trust did not attend this event.
11 April 2024	11/24	Membership Update	In addition, two further events were in the process of being finalised; one at Health Innovation Partnership Inequalities event at the University of Reading; and the other related to a membership talk at Reading u3a. Governors would be asked to nominate themselves to attend the events once confirmed.	C Lynch	Due to lack of capacity the Trust was unable to attend the HIP Inequalities event at the University of Reading. Discussions remain on-going to provide a membership talk at Reading u3a.
11 April 2024	11/24	Membership Update	Governors were reminded of the upcoming Reading Half Marathon on Sunday 14 April 2024 and were asked to attend to provide support to the circa 50 members of staff running on behalf of the Royal Berks Charity. Details of the meeting place would be circulated to all governors.	C Lynch	Details circulated to Governors. One Governor attended on the day.

Date	Minute Ref	Subject	Matter Arising	Owner	Update
11 April 2024	11/24	Membership Update	The Committee discussed the breakdown of membership figures. It was recommended that the next report would include a comparison from 2020 to 2024 would be provided at the next meeting.	K Brent	Comparison included in agenda item 4.
11 April 2024	13/24	Membership Strategy Review	The Corporate Governance Officer would approach the Royal Berks Charity to attend the upcoming Sikh event on 5 May 2024.	K Brent	Unfortunately due to availability of the team the Trust was unable to attend this event.
11 April 2024	13/24	Membership Strategy Review	A Governor advised that an event had been organised on 26 June 2024 by Mortimer PPG, and the topic related to Diabetes that included two speakers from the Trust. Further details of the event would be submitted to the Trust Secretary.	J Bagshaw	Details were circulated to Governors.
11 April 2024	14/24	Council of Governor Objectives	It was agreed that the Trust Secretary would provide a revised report highlighting the comparison for review.	C Lynch	Item on the agenda.

Title:	Membership Update
Agenda item no:	4
Meeting:	Membership Committee
Date:	16 July 2024
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Kerrie Brent, 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 10,836 that is an increase of 104 members since the last meeting.
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Report History	N/A
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What action is required?	
Assurance	
Information	To note the report
Discussion/input	
Decision/approval	

1 Membership Figures

1.1 Current membership is 10,836 that is an increase of 104 members compared with the figures from April 2024.

1.2 The Trust currently has;

- (a) 3,575 public members (increase of 4 members)
- (b) 409 volunteer members (increase of 15 members)
- (c) 6,852 staff members (increase of 85 members)

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

Public Constituencies	No of Members
East Berkshire and Borders	835
Reading	1026
South Oxfordshire	178
West Berkshire and Borders	577
Wokingham	853
Out of Trust Area	16
Not Specified	90
Total	3,574

2 Membership Representation

- 2.1 Membership remains under represented until we reach the 30+ age groups. However, since the last meeting the Trust received 13 new public members under the age of 30; 8 of these were between the ages of 16-21.
- 2.2 In addition, in May 2024 the Trust received a new public member in the Gypsy or Irish Traveller ethnicity category. This means that for the first time membership is represented in all ethnicity categories. This should be recognised as an achievement for the Trust.
- 2.3 Since the last meeting, the Trust received 1 new public member that declared a learning disability and 1 new public member that declared a physical disability.
- 2.4 The 60+ age categories remains the highest represented in the public constituencies and the 30- 39 age category the highest represented in the staff group.
- 2.5 Although figures show there was only an increase of 3 members since April 2024, in total there was an increase of 17 members. However, there were 14 leavers who had all deceased.

3 Pulse Magazine

- 3.1 The Pulse magazine article is distributed on a monthly basis to provide updates from the Trust. The magazine is also circulated to staff and volunteers and available for members to view on the Trust website.
- 3.2 Since the meeting on 11 April 2024, the following editions were circulated to public members;
April 2024 – the edition was sent to 2,150 public members with a valid email address. 38% of recipients opened the magazine link. 1% higher than in the previous edition.
May 2024 – the edition was sent to 2,143 public members with a valid email address. 37% of recipients opened the magazine link. 1% lower than in the previous edition.
June 2024 - the edition was sent to 2,138 public members with a valid email address. 36% of recipients opened the magazine link. 1% lower than in the previous edition.
- 3.3 The next issue is due to be circulated in July 2024.
- 3.4 Since the meeting on 11 April 2024, the following other communications were circulated to public members;
May 2024 – Royal Berks Charity Colouring Competition: the promotion was sent to 2,151 public members with a valid email address. 40% of recipients opened the link.
June 2024 – Governor Elections 2024: the notification of elections was sent to 2,146 public members with a valid email address. 38% of recipients opened the link.

4 Conclusion

The Committee is asked to note the update on membership figures.

5 Attachments

- 5.1 The following are attached to this report:

Appendix 1 – Membership figures & analysis

Appendix 2 – Membership figures comparison 2020/24

Appendix 1 – Membership figures & analysis as at 4 July 2024

	Public	Staff	Volunteers	TOTAL
TOTAL MEMBERSHIP	3,575	6,852	409	10,836
Age				TOTAL
0-16	4	0	1	5
17-21	41	63	64	168
22+	3,289	6,789	344	10,422
Not stated	241	0	0	241
TOTAL	3,575	6,852	409	10,836
Age 22+ breakdown				TOTAL
22-29	107	1148	34	1,289
30-39	321	2178	36	2,535
40-49	456	1540	45	2,041
50-59	569	1311	46	1,926
60-74	990	596	118	1,704
75+	846	16	61	923
TOTAL *does not include Not stated or Age 0-21	3,289	6,789	340	10,418
Gender				TOTAL
Unspecified	183	0	0	183
Male	1,543	1,652	124	3,319
Female	1,849	5,200	285	7,334
TOTAL	3,575	6,852	409	10,836
Ethnicity				TOTAL
White - English, Welsh, Scottish, Northern Irish, British	2,676	2,571	101	5,348
White - Irish	35	105	3	143
White - Gypsy or Irish Traveller	1	0	0	1
White - Other	113	555	8	676
Mixed - White and Black Caribbean	18	29	1	48
Mixed - White and Black African	10	22	0	32
Mixed - White and Asian	17	42	0	59
Mixed - Other Mixed	25	57	1	83
Asian or Asian British - Indian	113	634	22	769
Asian or Asian British - Pakistani	65	161	7	233
Asian or Asian British - Bangladeshi	4	33	3	40
Asian or Asian British - Chinese	17	70	3	90
Asian or Asian British - Other Asian	52	548	7	607
Black or Black British - African	79	504	2	585
Black or Black British - Caribbean	23	98	2	123
Black or Black British - Other Black	4	30	2	36
Other Ethnic Group - Arab	60	0	0	60
Other Ethnic Group - Any Other Ethnic Group	26	233	5	264
Not stated	237	1,141	242	1,620
TOTAL	3,575	6,833	409	10,817

Appendix 2 – Membership figures & analysis comparison 2020

The breakdown comparison of figures from 2020 to 2024 are as below; that indicate an increase of 2,059 members.

Type	No of Members 2020	No of Members 2024	Increase
Public	3,373	3,575	+202
Staff	5,714	6,852	+1,138
Volunteer	310	409	+719
Total	9,397	10,836	+2,059

Title:	Membership Events
Agenda item no:	5
Meeting:	Membership Committee
Date:	16 July 2024
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Kerrie Brent, Corporate Governance Officer

Purpose of the Report	To provide an update on Membership events for 2024/25.
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Report History	n/a
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What action is required?	
Assurance	
Information	To note the report
Discussion/input	
Decision/approval	

1 Annual General Meeting 2024

- 1.1 The Annual General Meeting is scheduled to take place Monday 7 October 2024 at 5.30pm. The venue has been confirmed at the University of Reading. Discussions are on-going as to whether tours could be provided in the Clinical Skills Suite on the evening.
- 1.2 A number of stands have been confirmed for the meeting including; Research and Innovation, Building Berkshire Together and the Royal Berks Charity.
- 1.3 The team will begin to make preparations for this event and details will be circulated to members in July/August 2024.

2 Proposed Events in 2024/25

- 2.1 The list of events for 2024/25 are below as agreed at the meeting in February 2024. Discussions are on-going in relation to an NHS Manage and Prevent: Diabetes event. It is not confirmed yet when this will be held.

Agreed list of events for 2024/25	Annual General Meeting (Hybrid) (regulatory)
	Surgical Robots (Face to Face)
	Introducing Brainomix into the NHS (Face to Face)
	NHS Manage and Prevent: Diabetes (Virtual)
	Maternity (Virtual)
	Autism Awareness (Virtual)
	Virtual Wards (Face to Face)

- 2.2 The list of events for membership recruitment for 2024/25 are below as agreed at the meeting in February 2024.

Agreed list of events for 2024/25	Reading PRIDE
	Reading College Career's Fair
	Speech and Language Therapy Fair, UoR
	Introduction to Medicine Day, RBFT
	Walk for Wards
	Reading Half Marathon Volunteering
	South Reading Community Hub

- 2.3 Since the last meeting, Governors were invited to attend or host a membership stand to promote and recruit new members at the following events:

2.4	Introduction to Medicine Day, RBFT	6 March 2024	This event was unattended. However, forms were provided. Only one Governor put themselves forward who unfortunately was unwell on the day.
	Reading Half Marathon Volunteering	14 April 2024	Event attended by one Governor.
	Reading College Career's Fair	22 April 2024	Event attended by two Governors.
	Bracknell & Wokingham College Careers Fair	26 April 2024	This event was unattended due to sickness in the team and only one Governor had nominated themselves.
	BOB ICB Parent Carer Health Engagement Day	6 June 2024	This event was held by a RBFT Governor. However, no Governor put themselves forward to attend. However, the Corporate Governance Officer attended.
	East Reading Festival	23 June 2024	This event was unattended. No Governors put themselves forward to attend.

tion, the Corporate Governance Officer attended the following event at short notice

2.5	University of Reading Community Fair	18 May 2024
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he following events are upcoming and Governors are asked and encouraged to nominate themselves by emailing the Trust Secretary to attend to promote and sign up new members on the day.

3	Reading PRIDE	Saturday 31 August 2024
	Walk for Wards	Sunday, 29 September 2024

Conclusion

- 3.1 The Committee is asked to **NOTE** the report

Title:	Training & Development
Agenda item no:	7
Meeting:	Membership Committee
Date:	16 July 2024
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Kerrie Brent, Corporate Governance Officer

Purpose of the Report	To provide an update of governor training and development.
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Report History	n/a
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What action is required?	
Assurance	
Information	To note the progress made in training & development in 2024.
Discussion/input	
Decision/approval	

1 Introduction

- 1.1 The democratic nature of the Foundation Trust model places an onus on trusts to effectively develop and equip Governors with the skills necessary to carry out their role. This has been recognised in legislation.

2 Governor Training & Development 2024/25

- 2.1 Alison Foster, Programme Director for Building Berkshire Together provided an engagement session on 14 February 2024 on Building Berkshire Together.
- 2.2 Dr. Rachel De Caux, Chief Medical Officer for Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) attended the Council of Governors meeting on 28 February 2024 to provide a consultation and engagement session on the Primary Care Strategy.
- 2.3 Niall Norbury, Campaigns and Marketing Manager consulted and engaged with Governors on the new Trust Website that went live in April 2024.
- 2.4 A What Matters 2024 facilitated session was held in 14 May 2024 that consisted of an expresso check in and a detailed review and discussion on the value, Compassionate.
- 2.5 Andrew Statham, Chief Strategy Officer attended a Chair/Governor video call during June 2024 to provide an update on Building Berkshire Together.
- 2.6 The list for training and development for 2024/25 as agreed at the meeting held in February 2024 is set out as below:

	Consultation on ICB Primary Care Strategy
	Improving Together and how this fits with the role of a Governor
	What Matters 2024
	Workvivo Training (Face to Face)

2.7	Governors	Agreed list of training for 2024/25	NHS Finance
			Understanding the Integrated Performance Report (IPR)
			Integrated Care Board (ICB)
			Building Berkshire Together (BBT)
			Equality, Diversity and Inclusion
			Patient Experience/Patient Leaders

Governors are asked to discuss and agree the above list and to make any further suggestions.

- 2.8 As part of Governor development the following tours were agreed at the meeting held in February 2024 to raise understanding and knowledge of Trust services.

2.8	Governor development tours for 2024/25	Agreed list of development tours for 2024/25	Pharmacy Department
			Medical Museum
			Clinical Skills Suite
			Rapid Response Lab
			Building Berkshire Together

- 2.9 Since the meeting, four tours have been undertaken;

- Pharmacy Department: 26 February 2024 & 1 March 2024
- Building Berkshire Together: 27 February 2024 & 22 March 2024

Governors were also advised of the Medical Museum Annual Open Day on Monday 15 July 2024.

3 Conclusion

- 3.1 The Committee is asked to **NOTE** the report.

Title:	Membership Strategy Update
Agenda item no:	8
Meeting:	Membership Committee
Date:	16 July 2024
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Kerrie Brent, Corporate Governance Officer

Purpose of the Report	<p>To provide an update on progress against the Membership Strategy objectives</p> <p>To recommend to the Council of Governors that the objectives are carried forward to 2024/26 following the Covid pandemic during 2020/21 and staff vacancies preventing further progression.</p>
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Report History	n/a
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What action is required?	The Committee is asked to recommend that the Council of Governors approve the carry forward of the objectives to 2021/22,						
Assurance		Information		Discussion/input	✓	Decision/approval	✓

1 Background

1.1 The Trust Membership strategy was approved by the Council of Governors in September 2021 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 and provide feedback and set objectives for the draft Membership Strategy for 2024/26.

3 Attachments

- 3.1 The following is attached to this report:
- (a) Appendix 1 – Membership Strategy Objectives 2021/23
 - (b) Appendix 2 – Draft Membership Strategy 2024/26

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.
	Encouraging Members to share the Pulse magazine and information on Membership events with their family, friends and local community contacts.	On-going.
	Utilising social media such as the Trust's Website, Facebook, and Twitter to communicate the benefits of being a Member.	The Trust currently utilises all social media platforms to engage with members as well as the membership database. The Trust website was refreshed to provide a more user friendly format for potential members to find out about Trust membership.
	Membership forms to be available in all appropriate areas of the Trust.	The Trust Membership form was updated in June 2023 following feedback from Reading PRIDE.
	Recruiting new Members at Trust Open Days, Job Fairs, Royal Berks Charity events, public and patient involvement events and via Hospital Radio Reading.	On-going.
	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.	Not yet achieved.

Objective	Methods	Outcomes
Increase the Membership of Black and Minority Ethnic (BAME) and young people.	Providing Membership forms to local sixth forms, colleges and Universities to distribute at their Open Days.	The Trust Membership form has been provided to the Trust's Widening Participation Officer who regularly takes them to schools and sixth form events as well as attendance at local college open days/careers events.
	Contacting local Universities to attend Fresher's week to promote Membership to young people moving to the local area.	Not yet achieved.
	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.	Not yet achieved.
	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.
	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 Trust secretary has approached the Lead Nurse – Integrated Medicine A at the Trust to promote membership at the Ethnic Minority Network going forward.
	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 Alliance for Cohesion and Racial Equality stood down as a Governor in August 2023 due to lack of engagement.
	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.	Not yet achieved

Objective	Methods	Outcomes
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.	<p>Membership events for 2020 are set out below.</p> <ul style="list-style-type: none"> February 2020 – University of Reading April 2020 – Autism Awareness June 2020 – British Heart Foundation July 2020 – AGM August 2020 – Advances in Elderly Care September 2020 – Trust Open Day October 2020 - Breast Cancer Awareness July 2022 - Virtual Outpatients Appointments October 2022 – AGM November 2023 – Pain Management 	<p>Achieved Remaining events paused due to Covid.in 2020/2021</p> <p>Achieved</p> <p>Achieved Achieved</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 2020 were not held due to Covid restrictions.
	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.	
To encourage partnership working for Governors and Members to attend events run by the Trust,	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.	On-going.
	A toolkit would be developed that Governors could take with them when attending groups they are involved with in the local Community. This toolkit	Achieved. Generic presentation is available and the membership leaflet has been updated.

Objective	Methods	Outcomes
Communities, local Partnership working and the Royal Berks Charity.	would include a generic presentation, a leaflet about the benefits of being a Member and Membership application forms.	
	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: Join an event - Royal Berks Charity	The Trust Secretary and Director of Communications have agreed to work closely going forward to ensure both membership events and charity events are co-ordinated and shared across both audiences.
	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.	A joint event was scheduled for November 2019, however, BHFT withdrew.
	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.	The Corporate Governance Team has made contact with the recruitment team to ensure that membership forms are available at recruitment days.
	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.	On-going. However, a number of events planned at schools are below the age of 16.
Communication		
To build and develop good communication and interaction between the Council of	Governors will continue to host events in their constituency and all Governors are encouraged to attend as many Membership events as possible.	On-going.
	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,	On-going.

Objective	Methods	Outcomes
Governors and Trust Members.	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.	In progress. Governor biographies and photographs were being progressed for publishing on the Trust website.
	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.
	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.	The Corporate Governance Team is reviewing the information sent to new members.
To refresh the Trust Pulse Magazine and ensure appropriate information is shared with Members that is relevant to what	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. The Pulse magazine content has been refreshed as well as the frequency from quarterly to monthly. and has seen increased viewership and interest from members and staff. The Membership Committee is updated every meeting on the viewership statistics of Pulse.
	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	Achieved. Pulse is circulated every month by email to Trust members and published on the Trust website and has been made more user-friendly.

Objective	Methods	Outcomes
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.
	Members will have the opportunity to take part in surveys which are relevant to what is happening in the Trust.	On-going.
	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.
Staff Engagement		
To provide opportunities for staff to become more actively engaged as Members.	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.	All information about Trust membership events is circulated internally.

Objective	Methods	Outcomes
	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 informative and engaging presentations at Membership events.	The Trust Secretary has agreed to publicise Pulse via the Voluntary Services Manager. It is proposed that current Staff Governors meet up to discuss ways in which to highlight membership to their colleagues.
	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.	Achieved.
	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.	The Trust is looking at hosting events in the community to target both staff and our public members.
	The Chief Executive will continue to promote the Annual General Meeting and Members' Open Day at monthly Team Briefs.	On-going. The Chief Executive continues to promote all membership events such as the AGM at monthly all staff briefings.

Objective	Methods	Outcomes
To increase representation of staff as Governors	Email specific work groups that have vacant Governor seats to make them aware of the vacancy.	The Trust currently has 4 of the 5 staff Governors in post. Work is on-going to fill the remaining 1.
	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.	Information about Governor vacancies is regularly cascaded to relevant areas and care groups.
	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.	'Could you be a Governor' information leaflet has been updated and shared that includes how Governors will have a greater voice to develop ways of working that reflect patients' needs and priorities.

Title:	Council of Governors Objectives
Agenda item no:	9
Meeting:	Membership Committee
Date:	16 July 2024
Presented by:	Caroline Lynch, Trust Secretary
Prepared by:	Kerrie Brent, Corporate Governance Officer

Purpose of the Report	To provide a comparison of statutory and non-statutory Council of Governor objectives for review.
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Report History	Membership Committee: 11 April 2024
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What action is required?		The Committee is asked to agree and recommend the Council of Governors Objectives for 2024/25.					
Assurance		Information		Discussion/input	✓	Decision/approval	✓

1 Background

- 1.1 The Council of Governors sets objectives for achievement each year. These reflect a combination of the statutory duties that the Council is likely to be asked to discharge in the year, along with membership and other activities which the Council sets as priorities.

2 Council Objectives 2024/25

- 2.1 There are a number of statutory duties that the Council are required to focus on that include the appointment of Non-Executive Directors, Governor training and development and review of the annual report and accounts.
- 2.2 At the last meeting, it was agreed that a comparison of statutory and non-statutory Council of Governors objectives would be provided to aid a discussion and to agree whether the recommended objectives for 2024/25 were achievable. The comparison is set out in Appendix 1.
- 2.3 The recommended Council of Governors objectives for 2024/25 are set out in Appendix 2.

3 Recommendation

- 3.1 The Committee is asked to recommend that the Council of Governors approve the refreshed objectives for 2024/25 as set out in Appendix 2.

4 Attachments

4.1 The following is attached to this report:

- (a) Appendix 1 - Comparison of Statutory and Non-Statutory Governor Objectives
- (b) Appendix 2 - 2024/25 Refreshed Council of Governors Objectives

Appendix 1: Comparison of Statutory and Non-Statutory Governor Objectives

Objective	
Implementation of the governors' training and development plan	Statutory
Appoint Non-Executive Directors as required	Statutory
Review the annual report and accounts	Statutory
Participate in the appraisals of the Chair and Non-Executive Directors	Statutory
Review the Trust's strategy and represent the views of members and public in responding to the Board.	Statutory
Strive to achieve a representative membership and meaningfully engage with all members.	Non-Statutory
Undertake a membership engagement programme comprising: <ul style="list-style-type: none"> • a seminar in each of the five area constituencies • the Annual General Meeting • one attendance each month by a Governor at a community based event • Produce four editions of Pulse within 12 months 	Non-Statutory
Establish methods for meaningful engagement with members	Non-Statutory
Highlight the role of governors to attract new governors.	Non-Statutory

Appendix 2

Objective	Methods	Outcomes	Progress
Embed arrangements for Non-Executive and Executive leads of Committees and regular reporting of Non-Executive Directors to assurance committees	Attendance, engagement and responsiveness of Non-Executive and Executive Leads at Governors Assurance Committees	Satisfaction with the process to be reviewed via an appraisals review at the end of the financial year	
Implementation of the governors' training and development plan	Membership Committee to review progress against delivery of the training and development programme for 2024/25.	Feedback forms to be provided following training and development programmes and regular updates provided to the Membership Committee	
Statutory (ensuring good governance)			
Appoint Non-Executive Directors as required	Appointment to be made by the Council of Governors on the advice of the Nominations & Remuneration Committee.	Non-Executive Appointment(s) to be made.	
Review the annual report and accounts	To receive at the Annual General meeting and the Council of Governors meeting.	Opportunity to scrutinize in detail at the Council of Governors	
Participate in the appraisals of the Chair and Non-Executive Directors	The Chair's appraisal will be undertaken by the Senior Independent Director with input from the Lead Governor. The Chair will undertake the appraisals of non-executive directors, taking into account	Constructive appraisal held with inputs from governors and feedback provided on the process.	

Objective	Methods	Outcomes	Progress
	governor feedback, collated by the Trust Secretary.		
Strategic (influencing the plans)			
Monitor the Trust's progress on achieving strategic objectives and the implementation of the Committee Plan.	Council to review progress during the year.	satisfaction with the achievements and process to be reviewed via an evaluation review at the end of the financial year	
Review the Trust's strategy and represent the views of members and public in responding to the Board.	Review progress of the Trust's strategy at key milestones.	Satisfaction on the Board's process to the actions raised with the process to be reviewed via an evaluation review at the end of the financial year	
Membership (developing and involving)			
Strive to achieve a representative membership and meaningfully engage with all members.	Continue to develop links with the University of Reading and Activate Learning to promote Trust membership to a younger age group.	Improvement in the representativeness of membership.	
Undertake a membership engagement programme comprising: <ul style="list-style-type: none"> • a seminar in each of the five area constituencies • the Annual General Meeting • one attendance each month by a Governor at a community based event • Produce four editions of Pulse within 12 months 	Corporate Governance team to deliver, with Governor support and overview by Membership Committee. Governors to actively participate in hosting membership events. Trust premises e.g. Bracknell Healthspace and West	Progress against the Membership Strategy submitted to the Membership Committee on a quarterly basis.	

Objective	Methods	Outcomes	Progress
	<p>Berkshire Community Hospital will be used to host future events.</p> <p>Membership events with specific topics for people in the 16 – 30 age group.</p> <p>Increase social media – e.g. Come Meet Your Governor sessions and find out about membership and being a governor</p>		
<p>Establish methods for meaningful engagement with members</p>	<p>Focus groups ahead of membership events</p> <p>Conduct an online survey to gain members' views on what hospital related information that they would like to know more about.</p> <p>Make more use of social media to interact with members.</p>	<p>Results to be presented to membership committee and considered as part of on-going development of membership strategy.</p>	

Objective	Methods	Outcomes	Progress
Highlight the role of governors to attract new governors.	Membership events hosted by governors in order to provide a forum for governors to engage in ad hoc focus groups with members. Governors should also use their own contacts and groups to promote the role of the Council of Governors.	Members aware of the role of the Council of Governors. “Meet Your Governors” engagement sessions / video about what it means to be a governor available on the Trust website	

Governors Membership Committee Work Plan 2024

Item	Lead	Freq	Feb-24	Apr-24	Jul-24	Oct-24
Minutes from previous meeting/ Matters Arising Schedule	GS	Every				
Membership Strategy Review	CL	Annually				
Membership Committee Terms of Reference	CL	Annually				
Membership Update	BJ/KB	Every				
Membership Events	BJ/KB	Every				
Preparations for Annual General Meeting	CL	2 x year				
Membership Survey	CL	By Exception				
Training & Development	CL	2 x year				
Council of Governors Objectives Review	CL	Annually				
Council of Governors Composition	CL	Annually				
Membership Recruitment Plan	NN	2 x year				
Work Plan	CL	Every				