

THE NEWCASTLE UPON TYNE HOSPITALS NHS FOUNDATION TRUST

COUNCIL OF GOVERNORS

MEMBERSHIP AND COMMUNITY ENGAGEMENT WORKING GROUP

1. INTRODUCTION

The inaugural meeting of the group was held on 30<sup>th</sup> June 2010. In common with the other working groups, an update was received on the membership of the group and a report on the nominations for the Chair of the group (1 by the deadline). Confirmation of the Chair will be announced at the Council of Governors meeting.

2. ROLE, OBJECTIVES AND SCOPE

- A briefing was received and it was noted that this group would have two key areas of work: communication with the current Membership and the wider public; and growing the Membership to achieve the annual targets
- It was highlighted that the Trust had deliberately adopted a policy of “opting in” for Membership, in an attempt to get Members who were positive and engaged. This went towards explaining the wide disparities in membership sizes between various Foundation Trusts. There was also a cost dimension in terms of supporting a larger Membership.

3. CURRENT COMMUNICATIONS

- Current communications were considered, which included a twice-yearly newsletter for Members and the website. A “Know Your Governor” leaflet was in preparation and could now be completed in the wake of the recent elections
- The role of the Trust website was considered, including a “Contact Your Governor” page which could be based upon the “Know Your Governor” leaflet
- It would be important to revitalise use by governors of their Trust email addresses, as these would provide a prime contact route between Members and governors.

4. ACTION PLAN

- In addition to the work on the newsletter and improvements to the Trust website, the group would consider how to engage with community and groups and charities, both to communicate and also as a route for recruitment of new Members

- Membership numbers by Constituency could be identified on some geographical basis, such as Postcode clusters. The group would clarify the legalities and purpose of governor to Member contact
- The possibility of public meetings in constituencies hosted by governors and engaging local organisations, possibly with a clinician to speak, would be explored
- Proposals for Membership forms to be available at each hospital entrance would be reactivated.