



Royal Berkshire
NHS Foundation Trust

Membership Committee - 1 June 2023

MEETING
1 June 2023 17:30

PUBLISHED
26 May 2023

Agenda

<i>Location</i>	<i>Date</i>	<i>Owner</i>	<i>Time</i>
Seminar Room, Trust Education Centre, Royal Berkshire Hospital	1/06/23		17:30
1. Welcome and Apologies for Absence (Verbal)		John Bagshaw	
2. Minutes for Approval: 9 February 2023 and Matters Arising Schedule		John Bagshaw	17:30
3. Membership Recruitment Plan Update (Verbal)		Niall Norbury	17:35
4. Membership Update		Kerrie Brent	17:45
5. Membership Events		Kerrie Brent	18:00
6. Date of the Next Meeting: Tuesday 25 July 2023 at 17.30			

Minutes

Membership Committee

Thursday 9 February 2023

17.30 – 18.30

Video Conference Call

Present

Mr. Tony Lloyd	(Public Governor, Wokingham) (Lead Governor) (Chair)
Mr. William Murdoch	(Public Governor, Southern Oxfordshire)
Mr. Paul Williams	(Public Governor, Reading)
Mr. Jonathan Barker	(Public Governor, Reading)
Mrs Debra Edwards	(Partner Governor)

In attendance

Mr Tapiwa Songore	(Interim Deputy Trust Secretary)
Mrs. Caroline Lynch	(Trust Secretary)
Mr Graham Sims	(Trust Chair)
Mrs Hannah Travers	(Deputy Trust Secretary)

Apologies

Mr. Clive Jones	(Public Governor, Wokingham)
Mrs. Sunila Lobo	(Public Governor, Reading)
Mr. Adrian Mather	(Partner Governor, Wokingham Borough Council)
Mr. Brian Painting	(Public Governor, Reading)
Mr. Christopher Plumb	(Staff Governor, Admin & Management)
Mr. John Bagshaw	(Public Governor, West Berkshire & Borders)

01/23 Minutes for Approval: 17 October 2022 and Matters Arising Schedule

The minutes of the meeting held on 17 October 2022 were approved as a correct record.

The Committee noted the matters arising update and the following update was provided;

Minute 17/22: Membership Survey: The Committee discussed the opportunity for governors to attend public events organised by, the Associate Chief Nurse, Patient Experience, Workforce and Education. The Trust Secretary advised feedback was that members of the public were still nervous attending these events due to Covid.

The Committee discussed providing membership posters in surgeries. It was agreed that the Trust Secretary would send these to Governors who would then liaise with their local surgeries. QR coded forms were now available and would enable prospective members to have easy access to the form.

02/23 Membership Update

The Deputy Trust Secretary presented the Membership update and reported that the current membership was 9,879, an increase of 228 members compared with the figures from October 2022. 24 members in the 16 – 29 age group had been recruited at Reading PRIDE. However, this age group was still under represented.

In line with GDPR, a data cleansing exercise would be undertaken to ensure members' details were accurate and this would potentially reduce the membership as a number of members had changed their email addresses without informing the Trust. It was agreed that a request for members to provide accurate email address would be included in the next Pulse magazine.

Action: C Lynch

Governors suggested that the Trust should consider contacting the local press regarding the need for members to keep their email addresses updated.

Action: C Lynch

03/23 Membership Events

The Deputy Trust Secretary presented an overview of the planned events for the year. Governors suggested an event on virtual wards, Brainomix and Autism as possible themes for future events.

Action: C Lynch

04/23 Governor Training and Development

The Trust Secretary presented the report on Governor Training and Development and advised that an additional session on NHS Finance would be held and this would be recorded for any governors unable to attend at the time. The Chair requested a session on holding NEDs to account and public speaking if that was available. A session was being organised on Patient leaders.

Action: C Lynch

05/23 Terms of Reference

The Committee reviewed the terms of reference that were due for review as part of the annual cycle. It was agreed that a recommendation would be submitted to the Council to approve the terms of reference.

Action: T Lloyd

06/23 Member Survey

The Lead Governor advised that feedback had been prepared following the survey of members. The report had been circulated to Governors.

It was noted that, following the new car parking project, a detailed survey would be undertaken by the Director of Strategy. Following comments from Governors additional signage had been erected in the car park and information on the Trust's website would be refreshed shortly.

07/23 Date of the Next Meeting

It was agreed that the next meeting would be held on Thursday 13 April 2023 at 17.30

SIGNED:

DATE:

Membership Committee Matters Arising Schedule

Agenda Item 2

Date	Minute Ref	Subject	Matter Arising	Owner	Update
9 February 2023	02/23	Membership Update	<p>It was agreed that a request for members to provide accurate email address would be included in the next Pulse magazine.</p> <p>Governors suggested that the Trust should consider contacting the local press regarding the need for members to keep their email addresses updated.</p>	<p>C Lynch</p> <p>C Lynch</p>	<p>To be included in the next Pulse magazine</p> <p>Having discussed this with the Communication team they have advised that it is extremely unlikely that the local media would take this up.</p>
9 February 2023	03/23	Membership Events	The Deputy Trust Secretary presented an overview of the planned events for the year. Governors suggested an event on virtual wards, Brainomix and Autism as possible themes for future events.	C Lynch	Item on the agenda.
9 February 2023	04/23	Governor Training and Development	<p>The Trust Secretary presented the report on Governor Training and Development and advised that an additional session on NHS Finance would be held and this would be recorded for any governors unable to attend at the time.</p> <p>The Chair requested a session on holding NEDs to account and public speaking if that was available. A session was being organised on Patient leaders.</p>	C Lynch	<p>Completed</p> <p>There is no public speaking training available. The only provider for a session on holding NEDs to account would be NHS Providers and due to the Trusts financial situation this would not be possible during 2023/24.</p>
9 February 2023	05/23	Terms of Reference	The Committee reviewed the terms of reference that were due for review as part of the annual cycle. It was agreed that a recommendation would be submitted to the Council to approve the terms of reference.	C Lynch	Completed. Approved by the Council of Governors on 22 February 2023.

Title:	Membership Update
Agenda item no:	4
Meeting:	Membership Committee
Date:	1 June 2023
Presented by:	Kerrie Brent, Interim Corporate Governance Officer
Prepared by:	Kerrie Brent, Interim 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 10,000 that is an increase of 121 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 10,000 that is an increase of 121 members compared with the figures from February 2023.

1.2 The Trust currently has;

- (a) 3,422 public members (decrease of 7 members)
- (b) 318 volunteer members (decrease of 11 members)
- (c) 6,260 staff members (increase of 139 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	981
South Oxfordshire	182
West Berkshire and Borders	565
Wokingham	850
Out of Trust Area	5
Total	3,422

2 Membership Representation

- 2.1 Membership remains under represented until we reach the 30+ age groups.
- 2.2 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.
- 2.3 Posters with QR codes have been located around the hospital sites to promote membership of the Trust. This enables members of the public to scan a code with their phone that accesses directly the membership form.
- 2.4 The Membership recruitment campaign targeted to recruit members in the 16-30 age group was published between 6 February 2023 to 6 March 2023 on Facebook and Instagram. The campaign reached 37,777 people with a total of 159,473 impressions (total number of times the campaign was seen). The Trust did receive any new members as a result of this campaign.
- 2.5 A stand to promote membership of the Trust to potential members will be made available at Trust sites during 2023/24. It is proposed that a schedule will be circulated to governors with the proposed dates and governors will be asked to nominate themselves to attend for 1-2 hours to recruit new members.
- 2.6 Members are required to provide a contact email address for regular updates on health and activities at the Trust to be provided to members. Recently it has become apparent that we have a number of members that have changed email address as the team receive a bounce-back when issues correspondence to members. Therefore, contact information held by the Trust is not accurate and up to date. The Trust did previously carry out a data cleanse in 2016/27. In line with GDPR, it is suggested a data cleanse is carried out over the next few months for members that have no longer have a valid email address.

3 Pulse Magazine

- 3.1 The Pulse magazine article is distributed on a quarterly basis (previously monthly) 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 The magazine has been refreshed to include pictures as these had been reduced during the Covid pandemic whilst social distancing had to be maintained.
- 3.3 The most recent edition was circulated in April 2023. The form was sent to 2204 public members with a valid email address. 46% of recipients opened the Pulse Magazine link. 6% higher than the previous edition.
- 3.4 A schedule has been created for Governor articles for Pulse Magazine for 2023/24.

4 Attachments

- 4.1 The following are attached to this report:

Appendix 1 – Membership figures & analysis for the February 2023 Committee

Appendix 2 – Revised Become a Member leaflet

Appendix 1 – Membership figures & analysis as at 23 May 2023

	Public	Staff	Volunteers	TOTAL
TOTAL MEMBERSHIP	3,422	6,260	318	10,000
Age	Public	Staff	Volunteers	TOTAL
0-16	1	0	0	1
17-21	23	71	39	133
22+	3,165	6,189	279	9,633
Not stated	233	0	0	233
TOTAL	3,422	6,260	318	10,000
Age 22+ breakdown	Public	Staff	Volunteers	TOTAL
22-29	73	1023	24	1120
30-39	307	1924	21	2252
40-49	462	1443	29	1934
50-59	570	1239	50	1859
60-74	957	550	103	1610
75+	796	10	52	858
TOTAL *does not include Not stated or Age 0-21	3,165	6,189	279	9,633
Gender	Public	Staff	Volunteers	TOTAL
Unspecified	161	0	0	161
Male	1,522	1,457	98	3,077
Female	1,739	4,803	220	6,762
TOTAL	3,422	6,260	318	10,000
Ethnicity	Public	Staff	Volunteers	TOTAL
White - English, Welsh, Scottish, Northern Irish, British	2,661	2,360	97	5,118
White - Irish	35	99	2	136
White - Gypsy or Irish Traveller	0	0	0	0
White - Other	109	513	8	630
Mixed - White and Black Caribbean	16	37	0	53
Mixed - White and Black African	10	16	1	27
Mixed - White and Asian	17	27	0	44
Mixed - Other Mixed	23	36	1	60
Asian or Asian British - Indian	108	507	10	625
Asian or Asian British - Pakistani	62	100	5	167
Asian or Asian British - Bangladeshi	4	23	1	28
Asian or Asian British - Chinese	16	55	2	73
Asian or Asian British - Other Asian	46	416	6	468
Black or Black British - African	72	433	1	506
Black or Black British - Caribbean	19	95	2	116
Black or Black British - Other Black	4	21	2	27
Other Ethnic Group - Arab	0	0	0	0
Other Ethnic Group - Any Other Ethnic Group	23	179	2	204
Not stated	197	1,337	178	1,712
TOTAL	3,422	6,260	318	10,000

Ethnic group (tick appropriate)

To ensure we provide the best care for all our patients, we aim to have a representative Trust membership.

- | | | |
|---|---|---|
| <input type="checkbox"/> White – English, Welsh, Northern Irish and British White – Irish | <input type="checkbox"/> Mixed – Any other Mixed background | <input type="checkbox"/> Black or Black British –Caribbean |
| <input type="checkbox"/> White – Gipsy or British traveller | <input type="checkbox"/> Asian or Asian British – Indian | <input type="checkbox"/> Black or Black British – African |
| <input type="checkbox"/> White – Any other White background | <input type="checkbox"/> Asian or Asian British – Pakistani | <input type="checkbox"/> Black or Black British – other Black |
| <input type="checkbox"/> Mixed – White and Black Caribbean | <input type="checkbox"/> Asian or Asian British – Bangladeshi | <input type="checkbox"/> Other ethnic groups – Arab |
| <input type="checkbox"/> Mixed – White and Black African | <input type="checkbox"/> Asian or Asian British – Chinese | <input type="checkbox"/> Other ethnic groups – Any other ethnic group |
| <input type="checkbox"/> Mixed – White and Asian | <input type="checkbox"/> Asian or Asian British – other Asian | <input type="checkbox"/> Do not wish to disclose |

Membership type

(tick as appropriate – see “You can become a member if:”)

- Public Staff

Membership preferences

I am interested in:

- receiving regular information
 attending meetings and events
 completing questionnaires and surveys
 providing feedback about our plans and services
 standing for election as a Governor

Data protection

By submitting this form you are giving consent for the data you have supplied to be stored on a third party database. We will only use it to contact you about the Trust, membership or other related issues in accordance with the Data Protection Act. Full details are available upon request from the membership office Foundation.Trust@royalberkshire.nhs.uk

PLEASE TEAR ALONG PERFORATION

We hope that you will choose to join us

Membership is completely free of charge and joining is easy:

- **Go online** - visit our website and complete the online form www.royalberkshire.nhs.uk/get-involved/members
- **Call us** on 0118 322 7405
- **Email us:** Foundation.trust@royalberkshire.nhs.uk
- **Complete the form and return to:**

Royal Berkshire NHS Foundation Trust
Craven Road
Reading
RG1 5AN



Royal Berkshire
NHS Foundation Trust

Become a member of our Trust

It's free to join



Get involved – have your say

For further information, please use the following details:

Website: www.royalberkshir.nhs.uk
EMAIL: foundation.trust@royalberkshire.nhs.uk
Tel: 0118 322 7405
Post: Foundation Trust Membership Office, Royal Berkshire NHS Foundation Trust, London Road, Reading, RG1 5AN

Social media:



@RBNHSFT



www.facebook.com



@royalberkshirehospital

Instagram





Become a member and support us

As a member you can:

- Receive regular information about our activities. This is done through our members magazine and annual report
- Be consulted on how the provision of our services could be improved
- Be invited to membership events, including health seminars, discussion groups, tours of our departments and open days
- Be able to stand for election to the Council of Governors
- Vote in the election of representatives to the Council of Governors
- Be eligible for Health Service Discounts and save money on holidays, electrical goods, meals, days out and much more. You will need to have an email address and apply at www.healthservicediscounts.com

Royal Berkshire NHS Foundation Trust is made up of:

- Royal Berkshire Hospital
- Townlands Memorial Hospital
- West Berkshire Community Hospital
- Bracknell Healthspace
- Prince Charles Eye Unit
- Windsor Dialysis Unit

Come and join us

- With your help we will make sure that we continue to provide high quality and personalised care for our patients
- We want you to be involved in our plans so we hear the views of the communities we serve
- We count on you to give us your feedback, local knowledge and support

You can become a member if:

- Anyone aged 16 years or over and who lives in the following 'constituencies' will be able to become a public member of our Foundation Trust. The constituencies are:
 - Reading
 - West Berkshire and borders
 - East Berkshire and borders
 - Wokingham
 - Southern Oxfordshire

These constituencies have been identified to ensure the membership, and ultimately the Council of Governors, is as representative as possible.

Membership reply form

Please fill in your details below to become a member of Royal Berkshire NHS Foundation Trust.

We like to keep in touch by email as this is more cost effective. If you are happy to receive information like this, please include your email address here:

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About you (tick appropriate)

- Male
 Female
 Prefer not to say
 Other:

Date of birth (you must be at least 16-years-old)

We aim to meet your needs, so please let us know if you have a:

- Physical disability
 Learning disability
 Hearing/sight impairment

Contact details (block capitals)

Title _____ First name _____

Surname _____

Address _____

_____ Postcode _____

Telephone _____

Signature _____

Date _____

PLEASE TEAR ALONG PERFORATION



Title:	Membership Events
Agenda item no:	5
Meeting:	Membership Committee
Date:	9 February 2023
Presented by:	Kerrie Brent, Interim Corporate Governance Officer
Prepared by:	Kerrie Brent, Interim Corporate Governance Officer

Purpose of the Report	To provide an overview of Membership events scheduled during 2023/24.
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Report History	n/a
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What action is required?	
Assurance	
Information	To note the update on events scheduled
Discussion/input	To make suggestions of potential membership events for 2023/24
Decision/approval	

1 Annual General Meeting 2023

- 1.1 The Annual General Meeting is scheduled to take place Wednesday 20 September 2023 at 5.30pm. A venue is yet to be confirmed. Quotes for costs are being obtained.
- 1.2 Feedback from the Annual General Meeting in October 2022 had included a suggestion to have a virtual option for members to attend the event in future. It was also recommended that additional information that included future membership events was included on the governor stand. The suggestions would be considered and the team were awaiting quotes from an AV specialist company.
- 1.3 The Trust Secretary will coordinate presentations for the day and will meet with the Lead Governor to discuss their section of the presentation.
- 1.4 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
 - Workvivo Intranet
 - Round Up
 - To members via the membership database
 - Social media including LinkedIn, Twitter, Facebook and Instagram
 - Local Media
- 1.5 The team continue to make preparations for this event and details will be circulated to members in August 2023.

2 Proposed Events in 2023/24

- 2.1 In September 2022 the Trust attended Reading PRIDE to promote membership and other services. The event saw over 14,000 people in attendance. As a result of this there was an increase of 24 members recruited in the 16-29 age group. Following its success, a stand to promote membership would be organised joint with the Royal Berks Charity, Patient Experience Team and Ultima at Reading PRIDE this year due to take place on Saturday 2 September 2023. Governors are requested to attend and to sign up new members on the day.
- 2.2 Further dates for events are scheduled for 2023/24 and work is in progress to agree the topics of these events.

<u>Date</u>	<u>Topic</u>
September 2023	Annual General Meeting
September 2023	Reading PRIDE
November 2023 (East Berkshire & Borders constituency)	TBC
January 2023 (West Berkshire & Borders constituency)	TBC
March 2023 (Southern Oxfordshire & Borders constituency)	TBC

3 Conclusion

- 3.1 The Committee is asked to note the update and consider the following suggestions:

November 2023:

- Mens Mental Health Awareness Month – November 2023
- Epilepsy Awareness Month – November 2023
- Disability History Month – Creating a disability positive NHS – November 2023
- Alzheimers Awareness Month – November 2023

January 2024:

- Blood Donor Month – January 2024
- National Mentoring Month – January 2024

March 2024:

- Autism Awareness – March 2024
- National Women's History Month – March 2024
- Ovarian Cancer Awareness Month – March 2024

Other suggestions are as follows:

- Your beautiful mind - tips on staying on top of your emotional and mental wellbeing
- Below the belt - do you regularly check all is ok?
- Putting your Heart at the top of your health

- Brainomix Project
- Technology & Innovation