



Royal Berkshire  
NHS Foundation Trust

# Membership Committee - 25 July 2023

MEETING  
25 July 2023 17:30

PUBLISHED  
19 July 2023

# Agenda

<i>Location</i>	<i>Date</i>	<i>Owner</i>	<i>Time</i>
Seminar Room, Trust Education Centre, Royal Berkshire NHS Foundation Trust	25/07/23		17:30
1. Welcome and Apologies for Absence (Verbal)		John Bagshaw	
2. Minutes for Approval: 1 June 2023 and Matters Arising Schedule		John Bagshaw	17:30
3. Membership Update		Kerrie Brent	17:35
4. Membership Events		Kerrie Brent	17:45
5. Governor Training & Development		Kerrie Brent	17:55
6. Reflections of the Meeting:		Caroline Lynch	18:05
6.1. How did you feel during discussions?			
6.2. How did our thinking move us on?			
6.3. Do we need to do anything differently?			
7. Date of Next Meeting: Monday 16 October 2023 at 17.30			

Minutes

## Membership Committee

Thursday 1 June 2023

17.30 – 18.40

Seminar Room, Trust Education Centre, Royal Berkshire Hospital

### Present

Mr. John Bagshaw	(Public Governor, West Berkshire & Borders) (Chair)
Mr. Martyn Cooper	(Public Governor, West Berkshire & Borders)
Mr. Richard Havelock	(Volunteer Governor)
Mr. Tony Lloyd	(Public Governor, Wokingham) (Lead Governor)
Mr. Adrian Mather	(Partner Governor, Wokingham Borough Council)
Mr. William Murdoch	(Public Governor, Southern Oxfordshire)
Mrs. Beth Rowland	(Public Governor, Wokingham)
Prof. Carol Wagstaff	(Partner Governor, University of Reading)

### In attendance

Miss. Kerrie Brent	(Interim Corporate Governance Officer)
Mrs. Caroline Lynch	(Trust Secretary)
Mr. Niall Norbury	(Campaigns and Marketing Manager) (up to minute 09/23)

### Apologies

Cllr. Deborah Edwards	(Partner Governor, Reading Borough Council)
Mrs. Alice Gostomski	(Public Governor, West Berkshire & Borders)
Mr. Clive Jones	(Public Governor, Wokingham)
Mr. Graham Sims	(Trust Chair)
Mr. Paul Williams	(Public Governor, Reading)

### 08/23 Minutes for Approval: and Matters Arising Schedule

The minutes of the meeting held on 9 February 2023 were approved as a correct record.

The Committee noted the matters arising update. All actions were completed.

### 09/23 Membership Recruitment Plan

The Campaigns and Marketing Manager provided an update on the social media membership recruitment campaign launched from 6 February 2023 and 6 March 2023. The campaign was targeted to recruit members in the 16-30 age group as well as Black, Asian and Minority Ethnic (BAME) groups via various social media channels including Instagram and Facebook. Although the campaign reached 37,777 members of the public with 159,473 impressions, the campaign was concluded as unsuccessful as the Trust did not recruit any new members as a result of this. It was suggested that this could have been due to a number of reasons including audience lack of intent and motivations as well as people being unfamiliar with the term 'membership'. It was agreed that due to the unsuccessful outcome of the campaign the Trust would not progress with any further campaigns at this time.

The Committee noted that a number of other targeted marketing routes continued including posters with QR codes located around the hospital sites and the option to apply via the Trust website. Membership events would continue to be promoted via social media channels.

The Committee discussed alternative routes to recruit members and how to increase awareness and benefits of becoming a member of the Trust. It was suggested that the benefit of NHS Discounts should be further promoted to new members as well as existing members, as it was considered that not all existing members were aware of this.

The Partner Governor, University of Reading, advised that she had access to number of communication routes to reach students at the University including email distribution and student inductions. It was agreed that the Interim Corporate Governance Officer and Trust Secretary would discuss opportunities with the Partner Governor, University of Reading to promote membership further via these routes. **Action: K Brent**

The Trust Secretary reminded Governors that, as part of their role, it was essential that they also promoted membership and sought to recruit new members.

The Trust Secretary would circulate the published campaign to Governors. **Action: C Lynch**

### **10/23 Membership Update**

The Interim Corporate Governance Officer introduced the report and highlighted that total membership was 10,000, an increase of 121 members since the last meeting. Membership remained under represented in the 16-30 age groups.

The most recent edition of the Pulse magazine had been circulated in April 2023. The publication was sent to staff, as well as, 2204 public members with a valid email address. It was noted that 46% of recipients had opened the Pulse magazine link, an increase of 6% from the previous edition in Autumn 2022. The Committee noted that a schedule had been produced for the inclusion of Governor articles in 2023/24. The Interim Corporate Governance Officer would contact Governors to confirm their input, and once agreed, the schedule would be circulated to the Committee. **Action: K Brent**

The Committee noted the membership figures analysis as at 23 May 2023 that included a breakdown of all membership by category, age, gender and ethnicity.

The Interim Corporate Governance Officer presented the revised membership form. It was noted that following feedback received from Reading PRIDE 2022 in relation to the inclusivity of the membership form, specifically in relation to gender type, the form had been amended. The Committee endorsed the revised form subject to minor photographic changes.

### **11/23 Membership Events**

The Interim Corporate Governance Officer presented an overview of the planned dates of events for 2023/24.

It was noted that the Annual General Meeting had been scheduled for 20 September 2023. A venue had not yet been confirmed. Work was on-going to obtain quotes for venues and hybrid facilities. The Trust Secretary highlighted the cost associated with providing hybrid meeting and requested that in light of the Trust's financial position this was reconsidered. The Governors concluded that a hybrid option was necessary. The Partner Governor, University of Reading, suggested the possibility of using a meeting room at the University as it was already aligned with hybrid facilities and would be slightly less expensive than other options. The

Public Governor, Wokingham also suggested the Oakwood Centre in Woodley. It was agreed that the Corporate Governance team would consider these options. **Action: K Brent**

Following the success of membership recruitment at Reading PRIDE 2022, it was noted that discussions were underway to secure a membership stand at the event this year in September 2023. The stand would be joint with the Royal Berks Charity, Patient Experience with sponsorship from Ultima Business Solutions and Governors would be asked to attend and recruit new members at the event.

The Interim Corporate Governance Officer presented a list of suggested topics of events for 2023/24 and requested for feedback. Governors suggested an event on Brainomix, Surgical Robots, Maternity and Pain Management as possible themes for future events.

The Committee queried whether the members open day could be reconsidered for 2023. The Trust Secretary advised that due to the on-going site-wide survey and other building options this was not possible.

### **12/23 Date of the Next Meeting**

It was agreed that the next meeting would be held on Tuesday 25 July 2023 at 17.30.

**SIGNED:**

**DATE:**

## Membership Committee Matters Arising Schedule

## Agenda Item 2

Date	Minute Ref	Subject	Matter Arising	Owner	Update
1 June 2023	09/23	Membership Recruitment Plan	The Partner Governor, University of Reading, advised that she had access to number of communication routes to reach students at the University including email distribution and student inductions. It was agreed that the Interim Corporate Governance Officer and Trust Secretary would discuss opportunities with the Partner Governor, University of Reading to promote membership further via these routes.	K Brent	Completed. Discussed with Partner Governor, UoR and agreed that any advertising/membership promotional material could be sent for circulation at the UoR.
			The Trust Secretary would circulate the published campaign to Governors.	C Lynch	Completed.
1 June 2023	10/23	Membership Update	The Committeed noted that a schedule had been produced for the inclusion of Governor articles in 2023/24. The Interim Corporate Governance Officer would contact Governors to confirm their input, and once agreed, the schedule would be circulated to the Committee.	K Brent	Deborah Edwards was contacted according to the schedule to produce the Governor article for Summer 2023 Pulse magazine.  In light of the changes following feedback, the on-going schedule would be revised and Governors would be contacted to confirm their input.
1 June 2023	11/23	Membership Events	The Partner Governor, University of Reading, suggested the possibility of using a meeting room at the University as it was already aligned with hybrid facilities and would be slightly less expensive than other options. The Public Governor, Wokingham also suggested the Oakwood Centre in Woodley. It was agreed that the Corporate Governance team would consider these options.	K Brent	Green Park Conference Centre has been booked for the Annual General Meeting 2023. However, the Interim Corporate Governance Officer would still contact both Partner Governor UoR and Public Governor, Wokingham for options to consider for future events/meetings.

<b>Title:</b>	<b>Membership Update</b>
<b>Agenda item no:</b>	3
<b>Meeting:</b>	Membership Committee
<b>Date:</b>	25 July 2023
<b>Presented by:</b>	Kerrie Brent, Interim Corporate Governance Officer
<b>Prepared by:</b>	Kerrie Brent, Interim Corporate Governance Officer

<b>Purpose of the Report</b>	This report sets out the changes in membership figures since the last Committee meeting. Total membership now stands at 10,101 that is an increase of 101 members since the last meeting (1 June 2023)
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<b>Report History</b>	N/A
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<b>What action is required?</b>	
Assurance	
Information	To note the report
Discussion/input	
Decision/approval	

## 1 Membership Figures

- 1.1 Current membership is 10,101 that is an increase of 101 members compared with the figures from 1 June 2023.
- 1.2 The Trust currently has;
- (a) 3,438 public members (increase of 16 members)
  - (b) 324 volunteer members (increase of 6 members)
  - (c) 6,339 staff members (increase of 79 members)
- 1.3 A breakdown of public membership by constituency is provided below.

<b>Public Constituencies</b>	<b>No of Members</b>
East Berkshire and Borders	840
Reading	986
South Oxfordshire	182
West Berkshire and Borders	571
Wokingham	850
Out of Trust Area	5
<b>Total</b>	<b>3,438</b>

## **2 Membership Representation**

- 2.1 Membership remains under represented until we reach the 30+ age groups. However, of note, since the last meeting 10 new members were between the 22-29 age group.
- 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 Following feedback at the last meeting, it has been agreed that the Pulse magazine would return to monthly distributions from October 2023 that would include additional input specifically targeted to Membership updates. This would include details and updates on NHS Discounts along with any upcoming events and announcements.
- 3.3 In addition to this would like to refresh the name of the Pulse magazine and would welcome any suggestions to aid our decision making.
- 3.4 The most recent edition was circulated in July 2023. The form was sent to 2,176 public members with a valid email address. 45% of recipients opened the Pulse Magazine link. 1% lower than the previous edition.
- 3.5 A revised schedule is due to be created for Governor articles for Pulse Magazine for 2023/24 in line with the change in distribution

## **4 Membership Engagement**

- 4.1 To mark the 75<sup>th</sup> birthday of the NHS a special publication was circulated in July 2023 'Our place, our progress, our people' that included history of the Trust, recent innovations and a series of staff stories from colleagues working in all different teams, and in different roles.



4.2 The publication was opened by 52% of recipients and received number of direct positive feedback.

## **5 Conclusion**

The Committee is asked to note the update on membership figures and to make recommendations to the refresh of the 'Pulse' magazine name

## **6 Attachments**

6.1 The following are attached to this report:

Appendix 1 – Membership figures & analysis

Appendix 2 – Positive membership feedback on 'Our place, our progress, our people' publication

## Appendix 1 – Membership figures & analysis as at 18 July 2023

	Public	Staff	Volunteers	TOTAL
<b>TOTAL MEMBERSHIP</b>	<b>3,438</b>	<b>6,339</b>	<b>324</b>	<b>10,101</b>
<b>Age</b>	<b>Public</b>	<b>Staff</b>	<b>Volunteers</b>	<b>TOTAL</b>
0-16	0	0	0	0
17-21	21	68	38	127
22+	3,182	6,271	286	9,739
Not stated	235	0	0	235
<b>TOTAL</b>	<b>3,438</b>	<b>6,339</b>	<b>324</b>	<b>10,101</b>
<b>Age 22+ breakdown</b>	<b>Public</b>	<b>Staff</b>	<b>Volunteers</b>	<b>TOTAL</b>
22-29	83	1020	25	1,128
30-39	308	1959	22	2,289
40-49	455	1475	30	1,960
50-59	567	1237	49	1,853
60-74	965	568	106	1,639
75+	804	12	54	870
<b>TOTAL *does not include Not stated or Age 0-21</b>	<b>3,182</b>	<b>6,271</b>	<b>286</b>	<b>9,739</b>
<b>Gender</b>	<b>Public</b>	<b>Staff</b>	<b>Volunteers</b>	<b>TOTAL</b>
Unspecified	168	0	0	168
Male	1,524	1,494	99	3,117
Female	1,746	4,845	225	6,816
<b>TOTAL</b>	<b>3,483</b>	<b>6,339</b>	<b>324</b>	<b>10,101</b>
<b>Ethnicity</b>	<b>Public</b>	<b>Staff</b>	<b>Volunteers</b>	<b>TOTAL</b>
White - English, Welsh, Scottish, Northern Irish, British	2,671	2,379	99	5,149
White - Irish	35	100	2	137
White - Gypsy or Irish Traveller	0	0	0	0
White - Other	109	516	8	633
Mixed - White and Black Caribbean	16	37	0	53
Mixed - White and Black African	10	17	1	28
Mixed - White and Asian	17	27	0	44
Mixed - Other Mixed	23	37	1	61
Asian or Asian British - Indian	108	522	11	641
Asian or Asian British - Pakistani	62	112	5	179
Asian or Asian British - Bangladeshi	4	23	1	28
Asian or Asian British - Chinese	16	57	2	75
Asian or Asian British - Other Asian	47	429	6	482
Black or Black British - African	72	437	1	510
Black or Black British - Caribbean	20	95	2	117
Black or Black British - Other Black	4	23	2	29
Other Ethnic Group - Arab	0	0	0	0
Other Ethnic Group - Any Other Ethnic Group	25	182	2	209
Not stated	199	1,341	181	1,721
<b>TOTAL</b>	<b>3,483</b>	<b>6,334</b>	<b>324</b>	<b>10,096</b>

## Appendix 2 –

### Positive Membership feedback on ‘Our place, our progress, our people’ publication

Very much enjoyed your publication celebrating the NHS anniversary. Very nice publication.

This must have taken some effort to produce, but it was well worth doing so. Made me think about the people behind my visits to RBH.

Congratulations for your 75 Bday, all the best for your daily life! Be healthy and be happy! 🍀 🌻 🍀  
Have wonderful time in your celebrations!

Thank you for sending this out, to was lovely t be able to read the work that the RBH has done since it started, to where you have come to today.

I really enjoyed reading about why people started working for the NHS, I think this could be used more to help on going recruitment within the Trust.

Thank you for all that you do for the NHS and for those people living locally around the Reading area.

What a lovely tribute to share, thank you .

<b>Title:</b>	<b>Membership Events</b>
<b>Agenda item no:</b>	4
<b>Meeting:</b>	Membership Committee
<b>Date:</b>	25 July 2023
<b>Presented by:</b>	Kerrie Brent, Interim Corporate Governance Officer
<b>Prepared by:</b>	Kerrie Brent, Interim Corporate Governance Officer

<b>Purpose of the Report</b>	To provide an overview of Membership events scheduled during 2023/24.
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<b>Report History</b>	n/a
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<b>What action is required?</b>	
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 has now been confirmed at Green Park Conference Centre where previously held in 2021.
- 1.2 Following feedback from the Annual General Meeting in October 2022 this year's Annual General Meeting will be held in a hybrid format provided by a procured specialist AV supplier whereby the public would be able to attend either in person or virtually.
- 1.3 To increase public engagement and representation at the event the 'MEET PEET' team have kindly agreed to host a welcome stand in the foyer where members of the public would be able to undertake mini health checks prior to the event including; blood pressure checks, blood sugar tests and general health advice. Discussions are on-going to determine how to manage this on the day and this would be included on any advertisements to promote the event.
- 1.4 As suggested last year, additional information that included future membership events would be included on the governor stand.
- 1.5 The Trust Secretary would coordinate presentations for the day and will meet with the Lead Governor to discuss their section of the presentation.
- 1.6 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
  - To members via the membership database
  - Social media including LinkedIn, Twitter, Facebook and Instagram
  - Local Media
- 1.7 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 The Interim Corporate Governance Officer has reached out to both Reading College and University of Reading to consider attendance at any future events and career fairs to promote membership specifically in the 16-30 age group.
- 2.3 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)	Brainomix TBC
January 2023 (West Berkshire & Borders constituency)	Pain Management TBC
<b>3</b> <b>C</b> March 2023 (Southern Oxfordshire & Borders constituency)	Maternity TBC
May 2023 (Reading)	Surgical Robots TBC

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- 3.1 The Committee is asked to note the report.

<b>Title:</b>	<b>Training &amp; Development</b>
<b>Agenda item no:</b>	5
<b>Meeting:</b>	Membership Committee
<b>Date:</b>	25 July 2023
<b>Presented by:</b>	Kerrie Brent, Interim Corporate Governance Officer
<b>Prepared by:</b>	Kerrie Brent, Interim Corporate Governance Officer

<b>Purpose of the Report</b>	To provide an overview of governor training and development
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<b>Report History</b>	n/a
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What action is required?	
Assurance	
Information	
Discussion/input	To note the training & development sessions scheduled.
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 2022/23

- 2.1 Catherine Mountford, Director of Governance, Buckinghamshire, Oxfordshire and Berkshire Integrated Care Board attended the Council of Governors meeting on the 28 September 2022 and provided an update to governors on the role of the ICB.
- 2.2 Peter Sandham attended the Chair/Governor meeting on the 13 October 2022 to provide an update to governors on Leadership Behaviours.

## 3 Governor Training & Development 2023/24

- 3.1 Hannah Spencer, Deputy Chief Nurse and Alex Baker, Head of Compliance provided a Care Quality Commission (CQC) Well-Led session at Governance Assurance Committee on 28 June 2023.
- 3.2 The schedule for 2023/24 is set out as below:

October 2023	Social Media for Governors
November 2023	NHS Finance
December 2023	Counterfraud / Freedom To Speak Up
January 2024	What Matters
February 2024	Patient Leaders
March 2024	TBC

## **4 Conclusion**

4.1 The Committee is asked to note the training & development training sessions scheduled