

To: Council of Governors
From: Jamu Patel, Committee Chair
Author: Norbert Lieckfeldt, Corporate Governance Manager
Date: 9 September 2021
Subject: Communications and Engagement Committee Report

1. Purpose of the Report

1.1 To update the Council on the work of the Communications and Engagement Committee.

2. Background

2.1 The Communications and Engagement Committee has been established to carry out specific duties on behalf of the Council, including reviewing the Trust's Membership Strategy and communications with members and among Governors.

2.2 The core membership of the Committee is as follows:

- Dawn Allen, Bedford Public Governor
- Joseph Croft, Staff Governor
- Caroline Diehl, Hackney Public Governor
- Mark Dunne, Staff Governor
- Carol Ann Leatherby, Newham Public Governor
- Beverley Morris, Hackney Public Governor (Apologies)
- Jamu Patel, Luton Public Governor (Committee Chair)
- Felicity Stocker, Bedford Public Governor
- Ernell Diana Watson, Newham Public Governor
- Keith Williams, Luton Public Governor

2.3 The Communication and Engagement Committee meetings are open to all Governors. Those Governors who are not core members but wish to attend should notify the Membership Office in advance.

2.4 The Committee met on 16 August 2021. In addition to the core members, also attending were:

Roshan Ansari (Public Governor, Tower Hamlets)
Suzana Stefanic (Public Governor Central Beds)
Janet Flaherty (Head of Communications and PR)
Tajmina Khanam (Apprentice, Governors and Members Office, Minutes)
Norbert Lieckfeldt (Corporate Governance Manager)

Cathy Lilley (Associate Director of Corporate Governance) sent apologies.

3.0 16 August 2021 Meeting: Key Decisions and Discussions

3.1 Media Activities Update

Janet Flaherty provided Governors with an update of the media activities in the Trust:

- Westfield vaccination centre are currently accepting a high number of walk in clients
- TikTok short videos have been made and can be viewed on the mobile app to encourage a younger audience
- Suicide prevention campaign to launch with the support of young people in Luton and Bedford
- Concluded our Big Conversion, now analysing the feedback. Trust received c 400 pieces of feedback
- Case for Change for new builds in Bedfordshire and improving facilities in Luton to be published, as well as building a mental health unit for children and young people in Bedfordshire with associated public focus groups for feedback.
- Raising awareness of the need from November for all staff going into a care home to be fully vaccinated.
- Autumn will be very busy with AGM/AMM and campaigns such as Stoptober, Black History Month, Flu campaign, Freedom to Speak Up Day, World Mental Health Day, Staff Awards etc.

3.2 Governors representing members

- Norbert encouraged Governors to consider the many different ways in which they represent the views of our members and the wider public. He highlighted plans to capture this and other core information (such as ways for Governors to seek assurance) in infographics along the lines of the Governor Impact infographic.
- The Committee felt this would also support Governors in their upcoming focus groups with CQC – Norbert stressed that the CQC focus groups are not a ‘test’ for Governors; rather CQC are seeking evidence that Trust does everything possible to enable the Council to work well and have impact.

3.2 Annual Members Meeting/Annual General Meeting Review

- The Committee reviewed the plans for the Annual Members Meeting on 12 October.
- The Committee stressed that any reporting on the Trust’s performance during Covid should be open and transparent, in views of successes as well as where we have failed and what lessons we have learnt from getting it wrong.
- The Committee suggested anticipating some of the concerns regularly expressed by members, such as transport to Trust sites, or concern about privatisation of GP practices, in some of the addresses to demonstrate the Trust is mindful of concerns brought from the public.

3.3 Membership Size

- Norbert Lieckfeldt requested a steer from the Committee about their view of the ‘ideal’ size of Trust membership. He relayed that some Trusts have taken a radical approach and reduced membership considerably to a core of perhaps 15% of previous numbers who are very engaged.
- In discussion, the Committee came to the conclusion that such a reduction would not be beneficial to the Trust’s wider engagement but that it should seek instead to create

opportunities for wider engagement with those who currently may be classed as more passive members.

4. Recommendation

- 4.1 The Council of Governors is asked to
- **RECEIVE** and
 - **NOTE** the report.