

To: Council of Governors
From: Felicity Stocker, Committee Vice-Chair
Author: Norbert Lieckfeldt, Corporate Governance Manager
Date: 9 November 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 Borough Governor*
- Roshan Ansari, Tower Hamlets Governor
- *Joseph Croft, Staff Governor*
- Caroline Diehl, Hackney Governor
- Mark Dunne, Staff Governor
- *Beverley Morris, Hackney Governor*
- Jamu Patel, Luton Governor
- Suzana Stefanic, Central Bedfordshire Governor
- Felicity Stocker, Bedford Borough Governor
- *Aidan White, Newham Governor*

Governors *in italics* sent apologies for the meeting.

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 Governors and Members Office in advance.

2.4 The Committee met on 8 November 2021. In addition to the core members, also attending were:

Hazel Thomas (Newham Governor)
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.

2.5 Committee Chair Jamu Patel has stepped down following her election as Deputy Lead Governor. Norbert outlined the election process which will be carried out electronically.

3.0 8 November 2021 Meeting: Key Decisions and Discussions

3.1 Media Activities Update

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

- Westfield vaccination centre has seen some additional media interest, including from a very well-known Italian TV presenter who came to film (ELFT made sure there was an Italian-speaking staff member around so we knew what they were saying about our service!)
- The team have also been working with a Sun photographer to help with our Vaccination Booster campaign
- Tiktoks (short videos) have been made and can be viewed on the website and the ELFT to encourage a younger audience
- the team have shared news about the Staff Awards with local papers (eg Hackney Gazette featured an article on Page 3)
- working with other Teams to coordinate messaging around Mark leaving the Trust and joining North Middlesex University Hospitals NHS Trust
- supporting a [Double-Decker Bus event](#) in support of primary care for the homeless in E London
- raised the issue of posters published in E London (see Appendix); the team had been alerted by staff to these and have been in communication with the charity to address misleading claims. Janet stressed the importance of Governors also being the eyes and ears of the Trust, to raise issues we may wish to cover or which we should be following up in terms of our service's reputation

3.2 Governors representing members

- The issue of communicating better with our members was raised. **Action:** Caroline Diehl will produce a one page Draft Communication Plan to be discussed at the next meeting.
- Janet stressed that the focus for Governor Communication would be on Governors being the ears of the Trust and using what they hear to shape their work for ELFT.
- The Communication Guidance agreed by Council last year will come back for review to the Committee at their next meeting.
- There is no separate budget for membership communication – some of it is done by the Communications Team, others such as organising members meeting by the Governors and Members Office. A significant proportion of the GMO non-staff budget is spent on these activities (eg TrustTalk, Annual Plan Meeting, AMM, stakeholder lunches etc)

3.2 Membership Strategy – Task and Finish Group Plans

- The Committee received a presentation about plans for the forthcoming review of the Trust's Membership Strategy by a planned Task and Finish Group.
- The new strategy will be in a driver diagram format and will link back to the refreshed Trust Strategy – how can our membership help the Trust in achieving our strategic objectives?
- The Membership Strategy is a Board Strategy and will need to be signed off by the Board through their People Participation Committee.
- The Committee will review the Terms of Reference of the Task and Finish Group at their next meeting.

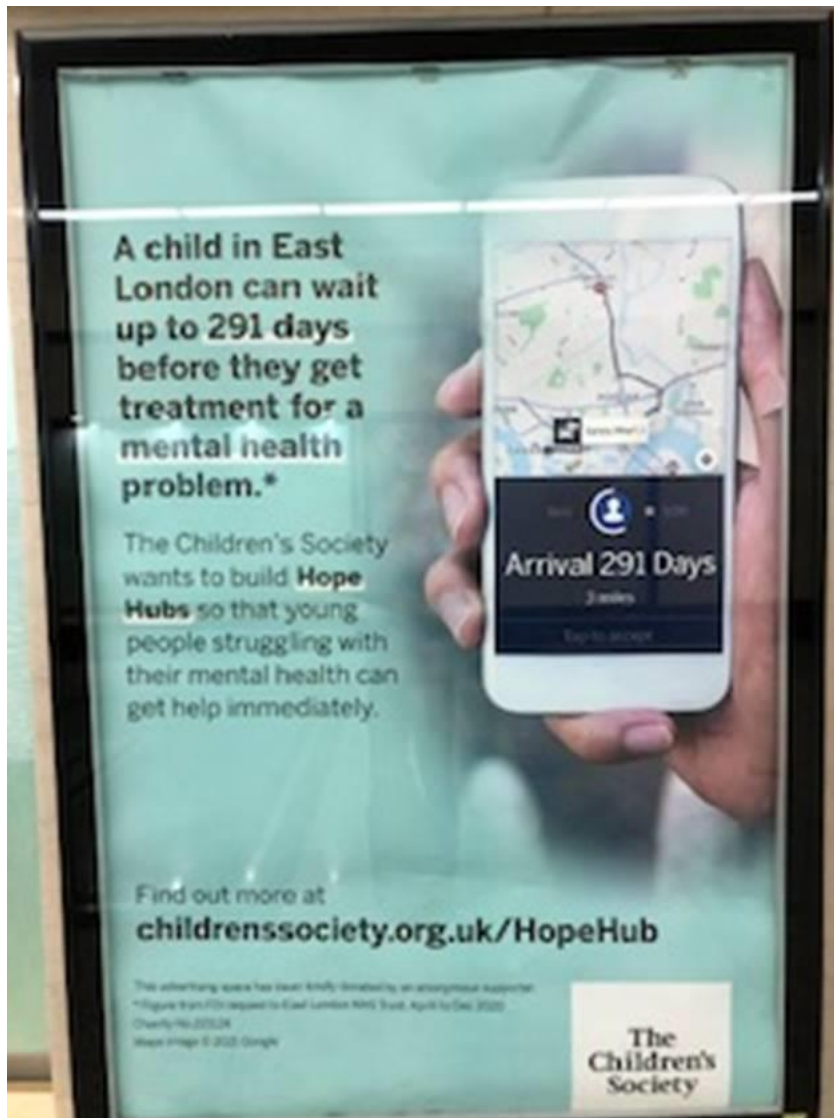
3.3 People Participation Committee (PPC)

- Governor Suzana Stefanic attended the most recent People Participation Committee on behalf of the Council (2 Governors attend each PPC meeting in rotation) and provided the Committee with an update on the discussion at PPC.

4. Recommendation

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

Appendix 1



The small print at the bottom says “* according to a FOI request from the East London NHS Foundation Trust”. The 291 days would have been either a single outlier with v particular needs or simply a data error.