

To: Council of Governors
From: Felicity Stocker, Chair
Author: Norbert Lieckfeldt, Corporate Governance Manager
Date: 3 February 2022
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 (Chair)**
- 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. Also attending were:

Janet Flaherty (head of Communications and PR)
Tajmina Khanam (Apprentice, Governors and Members Office, Minutes)
Norbert Lieckfeldt (Corporate Governance Manager)
Cathy Lilley (Director of Corporate Governance)

3.0 6 December 2021 Meeting: Key Decisions and Discussions

3.1 Media Activities Update

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

- Continue to be v busy with vaccinations and Booster shots – making the Trust available to all opportunities
- ELFT Staff been interviewed by the BBC – also lucky o have a member of the public willing to be filmed and speak to camera
- Also interest from Sky News – need to make sure people are available and briefed
- Rushanara Ali MP tweeted to attend the ELFT centre – very positive feedback on her experience
- May be conflicting messages between wider publicity and what the booking system enables people to do
- ELFT is doing project with a Trust in Northern Ireland on ELFT's Talking Therapies model, helping them to manage their long waiting lists; early stages, needs ministerial approval in NI
- National award for our collaboration with the police in Bedfordshire
- Launched second service for people suffering from miscarriage or child loss
- Also communications around Leighton Road GP surgery improved CQC ratings
- In time for the festive period, sharing updates/news about how to access crisis lines or talking therapies, as well as offers for those who are isolated

In response to questions, Janet highlighted

- Getting ELFT's name out there so people associate positive stories with us; others like SLAM are very well, though with the vaccination issues it's most important to get the pro-vaccination message out there – however, we are building a profile with national media.
- A lot of the media reputation works only because the staff at the vaccination centre are so accommodating despite being really busy
- TrustTalk was result of a merger between Governors, staff and wider communication avenues as there was a lot of overlap. Membership budget pays for printing and postage.
- There is a News section on the website which is recommended at elft.nhs.uk/news (superseded the News release section)

3.2 ELFT Charity

- Caroline Diehl gave an update about plans for the ELFT Charity which is in the process of being registered with the Charity Commission.
- COMPASS are running the Charity; funds of c £1m are being administered by the Barts Charity.
- Caroline is one of the two Governors on the Charity Committee (Shirley Biro is the other Governor).
- Janet highlights that we are in Phase 1 on how to use the money – staff and others are being encouraged to share ideas they could implement with a bit of funding. This will help making the impact of the charity more meaningful.
- All grants are linked to ELFT's anchor function, improving the quality of life for all we serve.

3.3 Communication with members/stakeholders/wider public

- The Committee discussed in details a paper by Caroline Diehl about the role of the Governors in communicating with members and stakeholders and how the work of the CEC can support this..

4. Recommendation

- 4.1 The Council of Governors is asked to
- **RECEIVE** and
 - **NOTE** the report. Appendix 1