

**To:** Council of Governors

**From:** Jamu Patel, Committee Chair

**Author:** Norbert Lieckfeldt, Corporate Governance Manager

**Date:** 13 May 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

\* = in attendance on 26 April 2021

Apologies are only recorded for core members of the Committee.

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 26 April 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 as on annual leave.

### **3.0 26 April 2021 Meeting: Key Decisions and Discussions**

#### **3.1 Media Activities Update**

- 3.1.1 Janet Flaherty provided Governors an update of the media activities in the Trust:
- The core focus of media activity over the past months has been the work around the vaccination centre in Stratford, including providing information for staff and communities to enable them to make an informed choice about taking up the offer of vaccination.
  - Planned activities around future Awareness Days, Weeks and Month with a special focus on *Dying Matters Awareness Week* 10-16 May 2021.
  - Plans are in hand to celebrate International Nurses Day on 12 May.

#### **3.2 Membership Strategy**

- 3.2.1 The Committee has started the process of reviewing the membership strategy. Norbert presented a copy of the current strategy as a driver diagram to make it more accessible.
- 3.2.2 An updated version (with obsolete targets removed) and without the activities/action plan is attached to this report.
- 3.2.3 The Committee is seeking interest from all Governors to join a prospective task and finish group to start the review of the Strategy. Governors who are interested should contact Norbert Lieckfeldt ([norbert.lieckfeldt@nhs.net](mailto:norbert.lieckfeldt@nhs.net)) for an initial discussion.

#### **3.3 People Participation Committee**

- 3.3.1 Felicity Stocker and Jamu Patel attended the previous people Participation Committee representing the Council. They reported back to Committee members about the discussions at the Committee. They both highlighted the priorities of People Participation for the Annual Plan 2021/22
- increase the number of opportunities for service users and carers to be in full and part time employment/education
  - co-production in everything we do
  - support the expansion and development of education and training for service users and staff led by people with lived experience
  - service users and carers to be referred into People Participation at the start of their journey with ELFT
  - empower people digitally – giving access to technology and the confidence and skills
  - improve our signposting into the voluntary sector and community-based opportunities (i.e. sports, hobbies, financial support, etc.)
  - demonstrate work in improving inequalities – i.e. Black Lives Matter, LGBTQ+, poverty, cultural awareness, etc.
  - Covid-19 challenge – People Participation have been central in terms of connections with service users and carers, addressing loneliness, physical exercise, for example through the Befriending Service. Share learning from this with teams across the Trust
  - sharing Covid experience – encouraging public members to take the Vaccine and mentioning the benefits of having it
- 3.3.2 Both Governors noted the discussion about delays in the reward system for service users taking part in PP activities.

3.3.3 Feedback from the various Working Together Groups was found to be very helpful in giving Governors an insight into the depth and variety of the work that's being done in People Participation. Both Governors stressed that attending the Committee was a useful and worthwhile experience.

3.3.4 The People Participation Committee is a Board Committee, chaired by Aamir Ahmad (Non-Executive Director). According to its Terms of Reference, two Governors attend each meeting. Places on the quarterly Committee meetings will be rotated between interested Governors. Attending Governors are expected to feed back on the meetings at the following CEC meeting.

#### **3.4 Service User Satisfaction Feedback**

3.4.1 Dawn Allen reported to the Committee on her discussions with Norbert and with Saleem Haidar (new PP Lead for Digital) on her thoughts around providing a simple feedback mechanism for those trying to access ELFT services. The Committee agreed that Dawn and Norbert would take this further outside the meeting.

#### **4. Recommendation**

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

4.2 Governors interested in the Membership Strategy T&F Group to contact Norbert Lieckfeldt.

a membership base that is:  
•Fully engaged with the Trust and representative of our diverse and rich communities;  
•Producing an effective and committed Council of Governors which will strengthen the Trust in achieving the highest standards of care.

