

**To:** Council of Governors  
**From:** Jamu Patel, Committee Chair  
**Author:** Norbert Lieckfeldt, Corporate Governance Manager  
**Date:** 21 January 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 14 December 2020

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 14 December 2020. In addition to the core members, also attending were

Patrick Adamolekun (Staff Governor)  
Suzana Stefanic (Public Governor Central Beds)  
Janet Flaherty (Head of Communications and PR)  
Norbert Lieckfeldt, Corporate Governance Manager (minutes)

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

### **3.0 14 December 2020 Meeting: Key Decisions and Discussions**

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

- 3.1.1 Janet Flaherty gave Governors an update of the media activities in the Trust:
- A homelessness fair in Hackney received BBC interest but more importantly was a great success with nearly 130 homeless people attending.
  - There was interest by the One Show in interviewing the ELFT black cab driver as this was an innovative move by the Trust.
  - There are plans to add a 'chat bot' to the ELFT website which will enable people to access information without having to call or email services.
  - The Trust has started virtual waiting rooms for Newham Phlebotomy service to stop people having to queue outside for their blood tests due to social distancing; plans were put in place to communicate this more widely
  - There has been media work about our three new Non-Executive Directors.
  - Messaging around Brexit is challenging as there is little clarity about what will happen.
  - There are plans in hand for messaging around Christmas about a variety issues from loneliness to foot health.

#### **3.2 Chair of the Committee**

- 3.2.1 The Committee unanimously re-elected Jamu Patel as its Chair.
- 3.2.2 Felicity Stocker will remain Vice-Chair.

#### **3.3 NHSE Consultation on Integrated Care**

- 3.3.1 The Committee discussed the recent NHSE consultation around integrated care and the planned session on this on 17 December 2021 to be led by Richard Fradgley.
- 3.3.2 The Committee raised the importance of ensuring Governors are kept updated and where appropriate consulted to enable Governors to meet their duties regarding public accountability.

#### **3.4 Membership Strategy**

- 3.4.1 The Committee has started the process of reviewing the membership strategy. The current strategy dates from 2016 and is a 13-page document. The aim is to present an updated draft in the same format as the Trust Strategy, as a one page driver diagram.
- 3.4.2 The new draft membership strategy will be jointly agreed by the Council of Governors and the Trust Board..

### **4. Recommendation**

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