

To: Council of Governors
From: Felicity Stocker, Chair
Author: Norbert Lieckfeldt, Corporate Governance Manager
Date: 10 March 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

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 21 February 2022. Also attending were:

Gren Bingham (Public Governor, Tower Hamlets)
Janet Flaherty (Head of Communications and PR)
Norbert Lieckfeldt (Corporate Governance Manager)

3.0 21 February 2022 Meeting: Key Decisions and Discussions

3.1 Media Activities Update

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

- **CQC Rates ELFT as 'Outstanding' for the Third Time**
High level of attention with ELFT in the spotlight for our CQC rating.

- High number of Tweet impressions
- **ELFT and NELFT to Appoint Joint Chair**
Reported in the Health Services Journal although not directly mentioned.
- **Hackney Gazette: Absconding Service User**
Statement given to Hackney Gazette regarding the absconding of a SU from the John Howard Centre on 29 January. The police tweeted to advise public not to approach. SU found by the police and returned to unit on 31 January. The reporter advised of this: <https://www.hackneygazette.co.uk/news/crime/shaun-deeley-awol-john-howard-centre-8658176>
- **Psychologists and Carers Write Dementia Book**
Drs Michelle Hamill and Martina McCarthy, Clinical Psychologists in mental health care of older people services with carers have co-written a psychologically informed book '[How to Help Someone with Dementia](#)'.
- **[Trust Non Executive Director on C4 News >>](#)**
Professor Dame Donna Kinnair appeared on C4 news on 14 February talking about the [NHS Race and Health Observatory review](#). The review found ethnic inequalities in all areas including mental healthcare, maternal/neonatal healthcare, digital access, and the NHS workforce.
- **COVID Buddies in Tower Hamlets**
Tackling high numbers of people with SMI and LD who have not had a vaccination
- **Scoping Collaboration with NHSE and TikTok Influencer to Promote COVID Vaccines**
Currently working with an influencer of the name of [Haddy Jeng](#) (31k+ followers on Tik Tok and over 120k likes also) Meeting with NHSE central Comms team to scope hosting an evening online event at Westfield Vaccination Centre
- **Comms Support for Creating Change Events**
As part of the Trust's Respect and Dignity@Work campaign, three events are planned, two live, one online, to share a film of staff stories dealing with challenging situation, to enable discussion and drama enactment
- **ELFT Digital Strategy**
The Trust is to contact approx 40k service users who have used ELFT services in the last three months. Co-produced with People Participation and City University, London. First of its kind.
- **ELFT Estates Environment Strategy**
Planning to hold an online event for London and Luton and Beds to get views about the aspirations and priorities of people for our sites. Got to get the basic rights - but also use latest architecture design and thinking to produce therapeutic, low carbon, fit for purpose enhancing environments for service users and staff.

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.



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Chair: Mark Lam
Chief Executive: Paul Calaminus

- Caroline is one of the two Governors on the Charity Committee (Shirley Biro is the other Governor).
- Caroline highlighted the recent grant programme by the Trust for £1.8m to charitable organisations in our localities. Initial publicity around the organisations who had grants awarded has been published for Newham and Tower Hamlets; others are soon to follow. Important to note these were not funds associated with the ELFT Charity but separate Trust funds.

3.3 Governor Feedback Themes

- Norbert raised the issue that in recent weeks he had received a number of queries and feedback from Governors about service provision – at the moment he is sharing responses with the local Governors but was asking for feedback from Governors on how to theme and how to spread these comments and associated feedback more widely amongst Governors.
- The Committee agreed to put this on the forward plan for a more in-depth discussion.

3.4 Communication Guide for Governors

- The Committee reviewed the Communication Guide for Governors. The Committee felt that it was generally still up to date, though could benefit from adding suggested source of information for Governors, eg signing up to their local HealthWatch newsletters, their ICS communications and others.

4. Recommendation

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