

Agenda Item 7

From: Shirley Biro, Committee Chair
To: Council of Governors
Date: 21 March 2019
Subject: Communications and Engagement Committee Report

1.0 Purpose of the Report

1.1 To update the Council on the work of the Communications and Engagement Committee.

2.0 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:

- Shirley Biro, Newham Public Governor (Committee Chair)
- Joseph Croft, Staff Governor
- Caroline Diehl, Hackney Public Governor
- Rosemary Eggleton, Central Bedfordshire Public Governor
- Jamu Patel, Luton Public Governor (Committee Vice-Chair)
- Felicity Stocker, Bedford Public Governor
- Ernell Diana Watson, Newham Public Governor (apologies)
- Hazel Watson, Newham Public Governor
- Keith Williams, Luton Public Governor

Guest attendees were Steven Codling (Central Bedfordshire), Carol Ann Leatherby (Newham), Beverley Morris (Hackney), Daniel Victorio (Hackney)

Also in attendance were Janet Flaherty (ELFT Head of Communication and Public Relations) and Norbert Lieckfeldt (Corporate Governance Manager)

2.2 The Communication and Engagement Committee meetings are open to all Governors. Those Governors who are not core members but wish to attend need to notify the Membership Office.

3.0 The Committee met on 18 February 2019 and key agenda items included:

3.1 Janet Flaherty offered a brief update on the main media activities since her update to the previous meeting:

- Publicity around the launch of the new Bedfordshire Perinatal Service, including a few spin-offs around the new e-prescribing system
- Interest in filming at the Coborn Centre in the context of media reports about poor practice around extended stays of young people at in-patient units. Coborn Centre seen as centre of best practice
- There has been general media coverage (not specific to ELFT) around long waiting list for CAMHS services
- Trust has been criticised around the lack of Christian services at the John Howard Centre. Trust's robust defence was published in full in the article which raised the issue.
- Those Governors who attended congratulated the team on a very effective, moving and worthwhile Staff Awards event: "made me feel proud to be associated with ELFT"; BM suggested having a greater variety of drinks for diabetics available.
- The Staff Awards Youtube video had been watched nearly 700 times (Update NL: now over 1,000) and individual winners are highlighted in daily tweets.

3.2 The Committee discussed the outcome of the first Task and Finish Group for Governor meeting, prior to it being shared with all Governors.

3.3 Looking at the wider issue of information flow and the Committee's terms of reference, the Committee will be looking at a forward plan for the next few meetings including:

- Review of Information flow and Communication Strategy
- Membership Strategy and Membership Strategy Review
- Plans for Membership Survey
- Plan of Site Visits
- Annual Members Meeting October 2019

4.0 Action Being Requested

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