

**From:** Jamu Patel, Committee Chair  
**To:** Council of Governors  
**Date:** 16 January 2020  
**Subject:** Communications and Engagement Committee Report

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## **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:

- Joseph Croft, Staff Governor
- Caroline Diehl, Hackney Public Governor
- Carol Ann Leatherby, Newham Public Governor
- Beverley Morris, Hackney Public Governor
- Jamu Patel, Luton Public Governor (Committee Chair)
- Felicity Stocker, Bedford Public Governor
- Ernell Diana Watson, Newham Public Governor (apologies)
- Aidan White, Newham Public Governor
- Keith Williams, Luton Public Governor

2.2 The Committee met on 19 August 2019 where apologies were received from Carol Ann Leatherby, Cathy Lilley, Beverley Morris and Ernell Watson.

2.3 In attendance were Dawn Allen (Public Governor Bedford), Terry Cowley (Public Governor, Tower Hamlets), Obayedul (Arif) Hoque (Public Governor, Tower Hamlets), Suzana Stefanic (Public Governor, Central Bedfordshire) and Daniel Victorio (Public Governor, Hackney). Also attending were Janet Flaherty, ELFT Head of Communications, and Norbert Lieckfeldt, Corporate Governance Manager (minutes).

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.

## **3.0 16 December 2020 Meeting: Key Decisions and Discussions**

The main agenda items discussed at the meeting on 19 August 2019 included:

### **3.1 Committee Chair Elections**

3.1.1 Norbert Lieckfeldt outlined that a dated Terms of Reference for the Committee has been distributed to the recent Council meeting which led to a query at the Council around the Committee's power to elect its own Chair and Vice-Chair. In fact, an updated Terms of Reference had been agreed by the Council previously giving the Committee the power to elect its own Chair/Vice-Chair.

- 3.1.2 The Committee unanimously elected Jamu Patel as Chair, and Felicity Stocker as Vice-Chair to serve until the end of their respective current terms.
- 3.2 Janet Flaherty provided a brief update on the main media activities since her update to the previous meeting and highlighted the following:
- There have been a number of proactive stories in local media, for example around telehealth where service user monitor their own physical health signs which are monitored remotely.
  - Hackney Gazette featured a story about the redesign of the C&H Dementia Service
  - Luton Today and BBC 3 Counties Radio features the DESMOND Diabetes Service in Luton
  - *Inspire Radio* featured an item on tissue viability
  - Stories have been broadly positive though there were a few that had the potential of reputational risk, eg HSJ ran a story about bed shortage, and how ELFT manages its beds well, could offer spare capacity to other Trusts and raise funds this way; almost implication that ELFT profits from bed shortage.
  - Janet thanked Governors for their feedback when they see or read news coverage of ELFT in the paper. She highlighted the Church Times article about the Trust's spiritual services reported by Felicity Stocker; Aidan White highlighted a current article and one in a forthcoming magazine of the Newham Mag.

#### **4.0 Forward Plan**

- 4.1 The Committee discussed their forward plan for the year ahead and agreed it as
- Feb 2020 – Design Membership Review
  - April 2020 – Information Feedback Loop (inc informing Governors of Trust developments)
  - June 2020 – Review results of Membership Survey
  - August + October 2020 – Membership Strategy/Framework (inc feedback from PPC 16 September 2020)
  - Dec 2020: Annual Review of Committee effectiveness
- 4.2 Other Standing Items include
- Regular Communications Update
  - Governors' ambassador role (first draft from Caroline Diehl)
  - Review Governor election 2020 literature
  - Review Annual Plan Meetings (April 2020)
  - Review Stakeholder Lunches and Annual Members Meeting

#### **5.0 AOB**

- 5.1 The Committee expressed its thanks to its previous Chair and member Shirley Biro

#### **6.0 Action Being Requested**

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