

From: Olusola Ogbajie, Committee Chair (outgoing)
To: Council of Governors
Date: 23 March 2017
Subject: Communications and Engagement Committee Report

1.0 Purpose of the Report

1.1 The purpose of this report is:

- To seek Council's approval of the new Chair of this Committee; and
- To recommend revised Terms of Reference following an internal review;

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 contributing to any review of the Communications Strategy.

2.2 The 2016/17 core membership of the Committee was as follows:

- Olusola Ogbajie, Staff Governor (Committee Chair)
- Shirley Biro, Newham Governor
- Ernell Diana Watson, Newham Governor
- Rubina Shaikh, Bedford Governor
- Keith Williams, Luton Governor

2.2 These meetings are open to all governors but it was agreed to have the above core membership of Governors who are expected to attend to ensure continuity.

2.3 The Committee met on 20 February 2017 to discuss the matters set out Below:

a. Appointment of the new Chair

Trust Chair Marie Gabriel explained that the Committee needed to appoint a new Chair because Olusola Ogbajie will be moving to a new job in April. Marie and all present Governors thanked Olusola for chairing the Committee and wished her good luck in her new job.

Trust Chair Marie Gabriel explained that Shirley Biro was nominated for the new Chair and asked all present Governors to nominate themselves if

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interested. As no further nominations were received, the Committee would like to recommend to the Council that Newham Governor Shirley Biro be appointed as the new Chair of this Committee.

Bedford Governor Rubina Shaikh has been nominated, and seconded by Luton Governor Keith Williams, as the Vice Chair of this Committee.

b. Committee's Terms of Reference (ToR)

Marie Gabriel explained that she had met with Lead Governor Zara Hosany as well as with the outgoing Committee Chair Olusola Ogbajie and Newham Governor Shirley Biro to discuss the Communications and Engagement Committee, including the feedback and requests from the Council to concentrate on the Membership Strategy and Governor to Governor and Governor to Member communication.

It was clear that Governors wanted more of a focus on improving what we do rather than receiving reports of activity. In light of this, the Committee reviewed and amended its Terms of Reference (see Appendix 1).

3.0 Action being requested

3.1 The Council of Governors is asked to **RECEIVE** the report and:

- **APPROVE** the appointment of Shirley Biro as Chair of the Committee and Rubina Shaikh as Vice Chair of the Committee.
- **APPROVE** the revised Terms of Reference of the Committee.
- **INVITE** nominations and **APPROVE** the appointment of two more Governors in the core membership of the Committee.

Council of Governors
COMMUNICATIONS AND ENGAGEMENT COMMITTEE
TERMS OF REFERENCE

1. CONSTITUTION

- 1.1 The Council of Governors hereby resolves to establish a Committee of the Council to be known as the Communications and Engagement Committee (The Committee), which is directly accountable to the Council.
- 1.2 The Committee is authorised to act within these terms of reference.
- 1.3 All procedural matters in respect of conduct of meetings shall follow the Council Standing Orders.

2. MEMBERSHIP

- 2.1 The Committee shall be open to all council members with a core group elected by the Council, comprising 6 Governors.
- 2.2 A quorum shall be three elected Council members.
- 2.3 The Chair and Deputy Chair of the Committee shall be appointed by the Council of Governors.

3. ATTENDANCE AT MEETINGS

- 3.1 The following Trust staff would normally attend each meeting:
- Membership Manager
 - Associate Director of Communications and Engagement.
- 3.2 Other staff may be invited to attend by the Chair for relevant agenda items as agreed by the Committee.
- ~~3.3 The Committee Secretary shall be the Membership Officer.~~

4. FREQUENCY OF MEETINGS

- 4.1 Meetings shall be held up to six times a year.

5. AUTHORITY

- 5.1 The Committee is authorised to ~~investigate~~ consider any activity items within its terms of reference and as delegated by the Council of Governors.

5.2 The Committee is authorised to obtain independent professional advice and to secure the attendance of outsiders with relevant experience and expertise if it considers this necessary. The nature and costs of such advice must be agreed with the Trust to ensure efficient use of resources.

6. DUTIES

The duties of the Committee can be categorised as follows:

6.1—Membership and Communications strategies

- Review the Trust’s Membership Strategy on an annual basis, and providing recommendations for improvements to the Council of Governors and the Trust Board, via the Peoples’ Participation Committee.
- Receive and discuss the Annual Membership survey and other Member and Governor feedback to inform the Committee’s work.
- Inform the development of strategies and initiatives to improve communication with and between Governors including the Governors Bulletin
- Inform the development of strategies and initiatives to improve communication with Members and between Governors and Members including the Members Working Lunch and the Annual Members Meeting
- Contribute to any review of the Trust’s Communications Strategy and provide input into relevant materials that impact on Governors or Members including Governor election material
- Agree a forward plan of agenda items which focuses on improving communication with and engagement of Governors and Members

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6.2—Membership activity

- Receive a written report at each meeting
- Review and discuss membership recruitment and engagement activity on an ongoing basis
- Receive and discuss the Annual Membership survey and other feedback

6.3—Communications activity

- ~~• Receive a written report at each meeting~~
- ~~• Review and agree communications activity on an ongoing basis and ensure that effective plans are in place to engage with public and staff members, stakeholders and the general public, and between council members~~
- ~~• Ensure that all communications promote mental health and challenge stigma and discrimination~~

~~6.4 Annual Workplan~~

- ~~• Agree an annual workplan which sets out the main activities/focus of the Committee for the coming year, including:~~
 - ~~○ Which stakeholder groups will be prioritised for engagement~~
 - ~~○ Planning for major events (i.e. Annual Members Meeting)~~

7. REPORTING

- 7.1 The Committee shall provide a report on its ~~activity work~~ to each Council of Governors meeting, highlighting areas requiring Council decision. ~~for information.~~
- 7.2 The Committee shall review its own performance and terms of reference on an annual basis and recommend any changes to the Council of Governors.

8. COMMITTEE SECRETARY

8.1—The Committee ~~Secretary will be the will be supported administratively by the Committee Secretary~~Membership Manager, whose duties in this respect will include:

- Agreement of agenda with Chair and attendees and collation of papers
- Taking ~~the minutes~~notes of key decisions and actions and keeping a record of matters arising and issues to be carried forward
- Keeping a record of attendance at meetings