

From: Shirley Biro, Committee Chair

To: Council of Governors

Date: 18 May 2017

Subject: Communications and Engagement Committee Report

1.0 Purpose of the Report

1.1 The 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)
- Rubina Shaikh, Bedford Public Governor (Committee Vice Chair)
- Ernell Diana Watson, Newham Public Governor
- Keith Williams, Luton Public Governor
- Joseph Croft, Staff Governor
- Robin Bonner, Staff Governor
- Kemi Rosiji, Rest of England Public Governor

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 Committee Chair and Membership Office.

2.3 The Committee last met on 24 April 2017. In addition to the core members (except Kemi Rosiji), Hazel Watson, Roshan Ansari and Ken Agyekum-Kwatiah attended the meeting.

3.0 Analysis of Membership Survey

3.1 Following the request from the Council to concentrate on the Membership Strategy and communication with members, the Committee started the analysis of the last Membership Survey carried out in 2015 by pulling out themes to feed into the refresh of the Membership Strategy.

3.2 Shirley Biro and Edwin Addis had met in advance of the Committee meeting and went through the responses received by members. To assist

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in the Committee's discussion, they compiled a report with some key suggestions for improvement emerging from members' responses listed underneath each question.

- 3.3 Using this report, the Committee was able to think through 11 of the 17 questions included in the membership survey and will continue with the analysis at its next meeting on 12 June 2017. The aim is that the updated list of suggestions will then be used to identify priorities that will be incorporated in the refreshed Membership Strategy.
- 3.4 The Committee will also be considering and seeking the views of the Council on carrying out another membership survey and whether to use the same questions or which ones to change. This discussion has already started and will continue at the next meeting.

4.0 Action being requested

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