

From: Shirley Biro, Committee Chair

To: Council of Governors

Date: 20 July 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 12 June 2017.

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 In April and went through the responses received by members. To assist in the Committee's discussion, they compiled a report with some key

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suggestions for improvement emerging from members' responses listed underneath each question.

- 3.3 Using this report, the Committee was able to think through the remaining questions included in the membership survey (first eleven questions were discussed at the April meeting and the remaining six questions at the June meeting). 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 – see Appendix 1 which lists the current suggestions). Governors are invited to add to the list if they have any additional suggestions.
- 3.4 The Committee also concluded that we will carry out another membership survey using the same questions (except 13, 14, 16 and 17 which were specific to Bedfordshire & Luton when ELFT first started delivering services there) so that a comparison can be made between the two surveys.

4.0 Action being requested

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

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Appendix 1

The Table below lists all Membership Survey Questions and suggestions for improvement that the Committee that were discussed at their last two meetings.

Question 1: Why did you become a member of the Trust?

(This was a multiple choice question with following options):

- a) To hear more about what the Trust does
- b) To represent Service Users or Carers of the Trust
- c) To become involved in Trust activities
- d) To volunteer within the Trust
- e) To hear more about either mental health or physical health conditions
- f) To receive support and information
- g) Other (please state: _____)

Resolved: No additional suggestions

Keep the question for the next survey? Yes

Question 2: Do you feel this has been accomplished?

53% responded yes.

Suggestions for improvement:

- a) Continue increasing number of members' email addresses and discuss how we can better communicate with members who do not use emails (in addition to quarterly TRUSTtalk magazine and flyers promoting working lunch meetings and AMM/AGM).

[Post meeting note: total number of public members with email addresses 4,847 out of total public membership of 10,536]

Committee's discussion:

- a) Respondents said they like reading TRUSTtalk. However due to the production and postage costs (it costs more than £5,000 to print and post 6000 magazines to members who do not have email) , it wouldn't be appropriate for the committee to suggest increase of its frequency. In considering additional electronic communications with members, some concern was raised about not excluding people who do not use email.
- b) Consider running one Working Lunch Meeting from 5:30pm.

Resolved: the committee agreed both suggestions.

Keep the question for the next survey? Yes

Question 3: What could the Trust do to improve this? (this is not a multiple choice question - please see separate document with all responses to question 3)

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Suggestions for improvement:

- a) A suggestion is to record the presentations at Working Lunch Meetings and put them online after the meeting as podcasts.
- b) Governors to introduce themselves at the beginning of each Working Lunch Meeting.
- c) Regularly remind members about the services that ELFT runs and locations

Resolved: The committee agreed all three suggestions.

Action: The suggestion to record presentations and post them online to be followed up with the Communications team.

Keep the question for the next survey? Yes

Question 4: As a Trust member, do you feel that your views are taken into account?

Suggestions for improvement:

- a) Percentage who answered No is quite low (8%) but this can further be reduced by introducing suggestions for improvements listed under other questions in this document.

Committee discussion:

The annual consultation meetings and governor surgeries worked well in the past. It was also commented that the membership strategy and members' survey are linked with the Operational Plan.

Resolved: The Committee agreed the suggestion.

Action: At next survey add an open ended question for respondents who replied 'no' to explain or state 'what can we do to improve their suggestion/comment'.

Keep the question for the next survey? Yes

Question 5: Do you know who your local Trust Governor representatives are?

Suggestions for improvement:

- a) Ask Governors to introduce themselves at all events and meetings.
- b) Distribute names and contact details of Governors at the Annual Members' Meeting.
- c) On website, bring together all relevant information so it's easily accessible; e.g. when a member clicks Hackney to be able to see who the governors are, dates and information about working lunch meetings, other events, etc.

Resolved: all suggestions were agreed. To be actioned by the Membership Office.

Keep the question for the next survey? Yes

Question 6: Do you know how to contact your local Trust Governors?

Suggestions for improvement:

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- a) Include a reminder in every issue of TRUSTtalk magazine and other publications and online that members can contact Governors via the Membership Team.
- b) Remind members at all events that they can contact their Governors via the Membership Team

Resolved: both suggestions were agreed.

Action: The Membership Office to action both suggestions.

Keep the question for the next survey? Yes

Question 7: Do you feel well informed about Trust issues?

Suggestions for improvement:

- a) Increase percentage of members who feel well informed about Trust issues by improving communication about service changes and closures to governors and members (e.g. Day Hospital Newham, Weller Wing). Also inform about STPs.

Resolved: suggestion agreed.

Action: to be discussed with the Communications team.

Keep the question for the next survey? Yes

Question 8: How would you prefer to receive information?

Suggestions for improvement:

- a) Find ways of increasing % of members who prefer receiving information via events, website and social media.

Resolved: Suggestion agreed.

Action: To be discussed with the Communications team.

Keep the question for the next survey? Yes

Question 9: What type of information would you like to receive?

Suggestions for improvement:

- a) Timely communication about service changes and closures (and consultations about service changes and proposed closures) to governors and members (e.g. Day Hospital Newham, Weller Wing).
- b) Include more articles written by Governors into TRUSTtalk magazine and online

Resolved: Both suggestions agreed.

Keep the question for the next survey? Yes

Action: To be discussed with the Communications team.

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Question 10: What else could the Trust do to communicate better with members? (This is not a multiple choice question - please see separate document with all responses to question 10).

Suggestions for improvement:

- a) Approach teams producing local authority magazines from each constituency (e.g. Newham Mag) to include articles about what it means to be an ELFT member and governor. Local authority magazines re distributed to all libraries and GP practices.
- b) More table discussions at working lunch meetings for members and governors and other events for members and governors to maximise the amount of time available to members to ask questions and raise issues.
- c) Ensure that topics captured during working lunch meeting (WLM) in July 2016 are used to inform agendas and presentations and then consult members again once the current list of topics is exhausted.

Resolved: Suggestions agreed.

Action:

- a) To be discussed with the Communications team.
- b) To be actioned by Membership team
- c) To be actioned by Membership team

Keep the question for the next survey? Yes

Question 11: In your opinion, how can we increase youth involvement?

Suggestions for improvement:

- a) Offer all young people engaged via ELFT People Participation Team to become members.
- b) Identify more opportunities for volunteering for younger members at ELFT; e.g. develop school champions and run a mini campaign to raise awareness and fight the stigma.

Resolved: Both suggestions agreed.

Action: To be discussed with PP team

Keep the question for the next survey? Yes

Question 12: The Trust would like to increase the number of members who vote in our governor elections. In your opinion, how can we get members to engage more in elections?

Suggestions for improvement:

- a) Send more frequent reminders about elections to members during the election period (budget permitting)
- b) Governors and ELFT staff to promote elections and importance of voting during membership meetings and events.

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- c) Increase Governors' visibility by including more articles in TRUSTtalk magazine and online about Governors' visits to ELFT services and other Governors' activities.

Resolved: Both suggestions agreed.

Keep the question for the next survey? Yes.

Question 13: We currently hold 4 meetings for members every year (in addition to annual plan consultation events in February/March and Annual Members' Meeting in September). Is this enough?

Suggestions for improvement:

- b) This question was asked when we ran 4 meetings in London (before ELFT started delivering services in Bedfordshire and Luton). We have increased the number of working lunch meetings, especially in Bedfordshire to make up for stakeholder group meetings that were discontinued (see separate list of dates).
- c) Consider piloting meetings for members immediately after Borough Directors' meetings for Governors.

Committee's discussion:

- a) The committee noted that the number of Working Lunch Meetings has increased since ELFT started delivering services in Bedfordshire and Luton.
- b) Borough based consultation meetings when significant service changes are considered.

Keep the question for the next survey? No.

Question 14: If not, what could the Trust do to improve this?

Committee's discussion:

- a) Number of meetings has increased and is sufficient for the time being.

Keep the question for the next survey? No.

Question 15: What kind of presentation/topics would you like to see covered in our members' meetings?

Suggestions for improvement:

- a) Case studies (examples of service users' stories)
- b) Anything that relates to mental health (prevention, medication, how to look after carers, volunteering).

Committee's discussion:

- a) The committee noted that the Membership Team had asked members for a list of topics last year and are still going through the list. Once the list is exhausted, members will be asked again.

Action: Membership Office.

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Keep the question for the next survey? Yes

Question 16: How can we ensure effective communication with our members in Bedfordshire and Luton?

Committee's discussion:

- a) The Committee noted that the number of Working Lunch Meetings has increased since ELFT started delivering services in Bedfordshire and Luton.
- b) As in London, ensure that members in Bedfordshire and Luton are asked regularly about the topics and channels (e.g. social media, podcasts) they are interested in.

Keep the question for the next survey? No

Question 17: What is your preferred frequency of local members' meetings (In Bedfordshire and Luton)?

Committee's discussion:

- a) The Committee noted that this question was asked when ELFT first started delivering services in Bedfordshire and Luton. The number of Working Lunch Meetings has increased after consulting members and stakeholders there.

Keep the question for the next survey? No