

From: Shirley Biro, Committee Chair

To: Council of Governors

Date: 18 January 2018

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)
- 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
- Hazel Watson, Newham 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 18 December 2017.

3.0 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 latest Membership Survey carried out in September 2017 by pulling out themes to feed into the refresh of the Membership Strategy.

3.2 The Committee compared the results of the latest Membership Survey (2017) with the previous one (2015) to identify themes and developments:

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- 233 members completed the survey (190 completed the online survey and 43 returned completed paper surveys (not all respondents answered all questions).
- 55% of respondents said that that the reason why they became members has been accomplished (2% increase compared with 53% in 2015)
- 60% do not know who their local Governors are (5% improvement on 2015)
- 56% do not know how to contact their local Governors (9% improvement on 2015)
- 53% felt well informed about Trust issues (3% less than in 2015)
- Slight increase in % of members who prefer receiving information via events 14% (13% in 2015), website 11% (7% in 2015) and social media 8% (7% in 2015).

3.3 At its December meeting, the committee discussed the themes identified from the survey results and agreed that the actions and priorities from the Membership Strategy have led to some improvements (see 3.2 above) and that there was no need to change them. According to ELFT Constitution, the refreshed Membership Strategy will first go to the next meeting of the People Participation Committee for discussion and approval before going to the Board.

4.0 Communications Update

4.1 Head of Communications Janet Flaherty provided a media update. ELFT recently featured in the following national news items:

- Today Programme on Wednesday 20 December 2017. Saul Campbell met with young people from Hackney.
- Health Secretary's visit to ELFT on 8 December 2017 as part of a tour of East London meeting NHS staff.
- More than 150 unpaid family carers gathered at the Rufus Centre to attend the first carers conference in Bedfordshire. The conference had the theme of Carer Resilience and Wellbeing and was organised by the Carers in Bedfordshire charity in partnership with ELFT.

4.2 Janet also explained some of the ways in which a short 3 minute) video promoting the role of a governor could be made (see Appendix 1). Governors can contact the Membership Office if they would like to be interviewed for this video.

5.0 Any other business

5.1 A small working group consisting of four governors who volunteered at the Council meeting in November to organise a social event in the new year

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had their first meeting in December and will provide a verbal update at the next Council meeting in January 2018.

5.2 The committee looked at governors' suggestions for site visits and are drawing up an annual programme.

5.3 The next London Members' working lunch meeting will be held on 31 January followed by an evening meeting in April.

6.0 Action being requested

6.1 The Council of Governors is asked to:

- **RECEIVE** and **NOTE** the report, and
- **AGREE** the proposal about the short video on the role of governors (see Appendix 1)

Appendix 1

Film Proposal - Being a Governor at ELFT

Proposal

To develop a short film (3 min) introducing the role of Governor in the Trust. This will explain succinctly to people what the role is, what it is not, and how it helps the work of the Trust.

At the same time, develop 7 one minute films with one Governor from each location. The advantage of this is that if a particular Governor seat becomes available, we can use a film that is bespoke to that area which will have more meaning. Short films will also work better on social media and be an advert for the role.

The Communications team will travel with the cameraman, arrange rooms and locations, arrange film times with participants, and guide the cameraman on general filming to depict the areas that the Trust provides services in.

Channels

Website

- Governor Introduction Film on main Governor information page
- Borough/County Specific 1 minute films – to be available on the website.
Titled: *Find out what is involved from one of our [Bedfordshire] Governors*

Social Media

Film can be posted on Facebook and Twitter when elections are due to encourage people to get involved and apply.

Induction Programmes

The film(s) can be shown at Governor Induction days to clarify the role and prompt discussion about how it works in practice. The film can also be screened at the corporate staff induction day to raise staff awareness of their staff governors

GOVERNORS INTRODUCTION FILM

Short film (3 mins) and individual 1 min films x 7 focusing individual talking about being a Governor

Key Messages

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Main Film - Introduction to the Governor Role – 3 mins

- What the role of a Governor is?
- Anyone can become a Governor?
- Voting system
- How Governors help the Trust?
- The types of projects and meeting Governors get involved with.
- Examples of when Governors influenced and contribute to change
- Positive reflections on the value of independent Governor
- Encouraging of people to join up as member to perhaps be a Governor one day
- Final word - what would you say to anyone thinking about getting involved?

Who

Intro with Marie talking about why the role is important

Mini interview with Navina to address above points

Interview with Norbert about above points

Interview with Keisha about above points, how it works and support

Other film shots

Can intersperse this film with excerpts from the individual Governor films (See below)

Some cutaway film shots of the exterior of Trust HQ, and shots of Kings Cross, Luton and Bedford stations to show visually the way we all connect. Some shots of locations services are provided from in beds and London Short film footage of a Governors meeting or Trust Board to show discussion and interaction.

(These may not be possible on the day of the filming but would be good to show some kind of meeting in action. Probably wouldn't film actual meeting but can stage it to do some filming before the meeting starts. No sound. Just film of the meeting)

INDIVIDUAL GOVERNOR FILMS X 7

Who

Need one Governor from Beds, Luton, Tower Hamlets, City and Hackney, Newham, a Community Services Governor and a Staff Governor

As the role of Governor's is explained in the first film, these cameos can focus on the individual and what they get out of being a local Governor

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Key Messages

Talking head approach with Governors responding to the following questions:

- Why did you want to become a governor?
- What kinds of things have you been involved with?
- What do you enjoy about your role?
- Any surprises or unexpected challenges?
- Final word - be an advert! Challenge people. Be provocative
 - “If you want to have a say in your local health services, join up as a member today. You could be our next Governor”*
 - “If you have some spare time and an interest healthcare, what are you waiting for”*
 - “Are you ready to join us and help to shape services to support local people?”*
 - “You don’t need any special qualifications – you just need enthusiasm and to care about local health services.”*

All the films can end with a screen stating people need to be a member of the Trust to stand for election as a Governor. And contact details.

Logistics

Bedfordshire and Luton

We will need two Governors to meet the cameraman in one location to be agreed. (Approx. 45 – 60 mins)

London

One whole day’s filming in London – We will need all London-based governors to be available on the same day to complete the filming.

If possible, this needs to be on a day when a Governors meeting or Trust Board meeting is happening.

Need to secure diary time for Marie, Navina, Norbert and Keisha.

We will book a quiet room at Trust Headquarters for the filming. Filming can also take place in respective office locations too.

Important for participants to be representative of gender, age, ethnicity and represent town and countryside dwellers.

ELFT consent forms will be completed to state participant’s agreement to be involved and for the films to be available online for a time limit of up to three years.