



Membership Engagement Recruitment and Representation Committee 2022 Terms of Reference

1. Authority and Scope

The Membership Engagement Recruitment and Representation Committee is a subcommittee of the Council of Governors of Great Ormond Street Hospital NHS Foundation Trust and is chaired by a public or patient/carer Governor.

The Committee has delegated authority from the Council of Governors to make decisions on behalf of and be accountable to the Council of Governors for recruiting and engaging with the Trust's membership and representing the interests of the patients, carers, families and the general public in the areas served by the Trust.

2. Purpose

The purpose of the Committee is to oversee the recruitment and retention of members and maximise engagement opportunities for the members.

3. Duties

Membership

- 3.1 Review the Membership Strategy
- 3.2 Develop a work programme structured around the membership strategy and form an action plan which the committee will review and monitor progress/success
- 3.3 Consider actions for growing a representative membership which includes patients and their parent/carers ensuring there is an increase in diversity within constituency demographics by targeting specific groups
- 3.4 Identify and develop engagement opportunities and events, working alongside the Patient Experience Team, Volunteering Team and communications team
- 3.5 Agree the promotion and involvement required from Governors to ensure appropriate support at all recruitment and engagement events
- 3.6 Review the membership profile against the demography of the population to inform decisions on future membership strategy and activities
- 3.7 Review the effectiveness of the annual recruitment activities and engagement events
- 3.8 Present an annual report on the Membership Strategy at the annual members meeting
- 3.9 Create a connection between patients and technology

Communication

- 3.10 Develop a communications strategy using existing and new tools to support implementation of the Membership Strategy that are of use to all membership and the wider public
- 3.11 Ensure the membership is acting as a medium for feedback by listening to members so that they can make a difference by improving the overall hospital experience
- 3.12 So as to raise the profile of Governors, consider the tools to aid communication as well as requirements of Governors in communicating with
 - their constituencies
 - themselves
 - the Board of Directors
 - other internal/external stakeholders
- 3.13 Develop quality monitoring systems for Foundation Trust membership and communications and provide assurance to the Council of Governors that the Foundation Trust membership is being appropriately communicated with
- 3.14 Review membership recruitment material and the welcome and introduction pack for members
- 3.15 Review communication methods for members. These will include:
 - Newsletter (*Get Involved*)
 - Volunteers Newsletter
 - E mail communications (including with staff)
 - Regular contributions in the Roundabout
 - Communication via the internet / Social media
- 3.16 Work closely with the Communications & Charity team to maximise opportunities for positive public relations using the media and other fora to promote the Trust

4. Reporting

- 4.1 The Committee will report to the Council of Governors on a quarterly basis. This will be in the format of a submission of minutes and summary report

Membership

- 4.2 The Membership and Engagement Committee is made up of the following members:
 - Eight representatives of the Council of Governors of which at least six representatives are from the Patient, Parent/Carer, Public, or staff Constituencies
 - Head of Volunteer Services
 - PPI and Patient Experience Officer
 - Stakeholder Engagement Manager
 - Communications representative
- 4.3 Additional members may be invited to attend the Committee as appropriate
- 4.4 The Chair of the Committee will be elected from the Governor representatives

- 4.5 For a quorum, there must be a minimum of seven members present, including at least three Patient, Parent/Carer or Public Governors, one staff Governor, the Stakeholder Engagement Manager, the Head of Volunteer Services or PPI and Patient Experience Officer and the Communications representative

5. Meetings

- 5.1 Meetings will be held on a quarterly basis allowing timely reporting to the Council of governors
- 5.2 Members will be expected to attend a minimum of two meetings out of four meetings per year
- 5.3 Papers will be sent out at least four working days before the meeting
- 5.4 Secretariat support for the Committee will be provided by the Stakeholder Engagement Manager

6. Monitoring

The Committee shall review its terms of reference on an annual basis.