

Membership Representation, Recruitment and Engagement Committee. Committee

Terms of Reference

1. Authority and Scope

The Membership and Engagement 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 and Engagement Strategy and Recruitment Plan
- 3.2 Develop a work programme and action plan and review and monitor progress.
- 3.3 Consider actions for growing a representative membership.
- 3.4 Identify and develop engagement opportunities and events, working alongside the Patient Experience Team and Volunteering 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 and Engagement Strategy at the annual members meeting.

Communication

- 3.9 Develop communication tools to support implementation of the Membership and Engagement Strategy and Recruitment Plan that are of use to all membership and the wider public (regardless of age or language).

- 3.10 Consider the requirements of Governors in communicating with
- their constituencies
 - between themselves and
 - with the Board of Directors
 - and recommend tools to aid communication.
- 3.11 Develop quality monitoring systems for Foundation Trust membership and communications and provide assurance to the Council of Governorsthat the Foundation Trust membership is being appropriately communicated with.
- 3.12 Review membership recruitment material and the welcome and introduction pack for members.
- 3.13 Review communication methods for members. These will include:
- Newsletter (Members' Matters)
 - Volunteers Newsletter
 - E mail communications (including with staff)
 - Regular contributions in the Roundabout
 - Communication via the internet
- 3.14 Oversee content/production of Members' Matters' Newsletter
- 3.15 Work closely with the Communications & Marketing 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:
- Ten representatives of the Council of Governors of which at least six representatives are from the Patient and Carer or Public Constituencies;
 - Head of Volunteer Services
 - PPI and Patient Experience Officer
 - Junior Membership Marketing Manager
 - Senior Retention Manager
 - Company Secretary
- 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/Carer or Public Governors, the Company Secretary or the Head of Volunteer Services

5. Meetings

- 5.1 Meetings will be held on a quarterly basis allowing timely reporting to the Members' Council.
- 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 Company Secretary/ Trust Board Administrator.

6. Monitoring

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

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