

Membership Engagement, Recruitment and Representation Committee

Terms of Reference

1. Authority and Scope

The Membership Engagement, Recruitment and Representation Committee is a subcommittee of the Members' Council of Great Ormond Street Hospital for Children NHS Foundation Trust. It is chaired by a public or patient/carer Councillor.

The Committee has delegated authority from the Members' Council to make decisions on behalf of and be accountable to the Members' Council 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 and representation opportunities for the members.

3. Duties

Membership Recruitment

- 3.1 Review the Membership Strategy and associated Action Plans.
- 3.2 Develop a work programme and action plan and review and monitor progress.
- 3.3 Consider actions for growing membership numbers.
- 3.4 Agree and monitor the involvement of councillors to support recruitment activity.
- 3.5 Review the public membership profile against the demography of the population to inform decisions on future membership recruitment strategy and recruitment activities
- 3.6 Present an annual report on the Membership Strategy at the Annual Members Meeting.

Membership Communication

- 3.7 Develop communication tools to support implementation of the Membership Strategy that are of use to all membership and the wider public (regardless of age or language).
- 3.8 Consider the requirements of Councillors in communicating with:

- their constituencies
- between themselves and
- with the Board of Directors

and recommend tools to aid communication.

- 3.9 Develop quality monitoring systems for Foundation Trust membership and communications and provide assurance to the Members' Council that the Foundation Trust membership is being appropriately communicated with.
- 3.10 Review membership recruitment material and the welcome and introduction pack for members.
- 3.11 Review communication methods for members. These will include:
 - Newsletter (*Member Matters*)
 - Volunteers Newsletter (*VFocus*)
 - E mail and eCommunications (including with staff)
 - Regular contributions in the Staff Newsletter (*Roundabout*)
 - Communication via the intranet (staff) and website
- 3.12 Oversee content/production of *Member Matters'* Newsletter.
- 3.13 Work closely with the Communications & Marketing Team to maximise opportunities for positive public relations using the media and other forums to promote the Trust.

Membership Representation and Engagement

- 3.14 Review the Membership Strategy engagement work plan
- 3.15 Develop representation and engagement opportunities and events, working alongside the Patient Experience Team and Volunteering Team
- 3.16 Feed into the planning and promotion of the Annual General Meeting and Annual Members' Meeting.

4. Reporting

- 4.1 The Committee reports to the Members' Council at every meeting (5 times a year). This will be in the format of a submission of minutes and summary report.

5. Membership

- 5.1 The Membership Engagement, Recruitment and Representation Committee is made up of the following members:
 - Nine representatives of the Members' Council of which
 - at least six representatives are from the Patient and Carer or Public Constituencies
 - one of the Patient and Carer or Public Councillors will be appointed as Chair
 - one of the Patient and Carer or Public Councillors will be appointed as Deputy Chair

- GOSH Foundation Trust member
- GOSH FT Company Secretary;
- GOSH FT Head of Volunteer Services;
- GOSH FT Membership, Governance and Relationship Manager;
- GOSH FT Patient Involvement and Experience Officer;
- GOSHCC Senior Internal Communications Officer

5.2 Additional members from the Members' Council and volunteering community may be invited to attend meetings.

5.3 The Chair and Deputy Chair of the committee will be elected from the councillor representatives. Endorsement of both role will be carried out on a yearly basis.

5.4 For a quorum, there must be a minimum of seven members present, including at least three Patient/Carer or Public Councillors, the Company Secretary, Membership Governance and Relationship Manager or Senior Internal Communications Officer.

6. Meetings

6.1 The Committee will meet five times a year allowing timely reporting to the Members' Council.

6.2 Members will be expected to attend a minimum of three meetings out of five meetings per year.

6.3 Papers will be sent out at least four working days before the meeting.

6.4 Secretariat support for the Committee will be provided by the Membership and Governance Manager.

7. Monitoring

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

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