

## ANNEX A

### BRADFORD DISTRICT CARE TRUST

**Minutes of Council of Governors' Membership Development Committee held at  
Bradford District Care Trust, New Mill, Saltaire, Shipley, BD18 3LD  
at 5.00 pm on Wednesday, 9 September 2015**

Present:	David Spencer	Public Governor, Bradford West
	Mahfooz A Khan	Public Governor, Bradford West
	Michelle Eggett	Public Governor, Bradford South
	Kevin Russell	Public Governor, Bradford East
	Amanda Martin-Richards	Public Governor, Bradford East
	Ann West	Public Governor, Shipley
	Noel Waterhouse	Clinical Staff Governor

In attendance:	Paul Hogg	Trust Secretary
	Stella Jackson	Deputy Trust Secretary
	Sandra McIntosh	Public Governor, Bradford South

#### 1. WELCOME AND APOLOGIES

The Deputy Trust Secretary welcomed everyone to the meeting including Mrs McIntosh who was observing the meeting. Apologies had been received from Council members Mrs Convery and Cllr Nussrat Mohammed.

#### 2. DECLARATIONS OF INTEREST

There were no declarations of interests.

#### 3. MEMBERSHIP DEVELOPMENT COMMITTEE TERMS OF REFERENCE

The Membership Development Committee terms of reference had been agreed at the Council of Governors meeting on 13 May 2015. Following this meeting, membership of the Committee had been agreed.

**Committee members noted the Membership Development Committee terms of reference.**

#### 4. COMMITTEE CHAIR

The Trust Secretary introduced a paper which outlined the role of the Committee Chair. He invited expressions of interest for the role of Chair and the role of Deputy Chair. Mr Khan

expressed an interest in undertaking the Committee Chair role (with effect from the next Committee meeting) and Ms West expressed an interest in undertaking the role of Deputy of Chair.

**Committee members agreed these appointments.**

## **5. MEMBERSHIP STRATEGY 2014/15 AND 2015-17**

The Trust Secretary presented a paper regarding the Membership Strategy and highlighted the following key points:

- The Membership Strategy for the period 2014/15 contained a number of objectives relating to: membership recruitment; representative membership; the engagement of members; and the establishment of an effective Council of Governors;
- Experience showed that face-to-face communication was the most effective way in which to recruit new members; and
- The Trust's strategy was to invite people to become members of the Trust rather than to opt them in once they had experienced the Trust's services.

The Deputy Trust Secretary then gave a presentation relating to the representativeness of the membership and invited Committee members to consider this data when determining objectives for the 2015-17 Membership strategy. During ensuring discussion, Committee members made the following key points:

- A key objective of the 2015-17 Strategy should relate to the recruitment of people aged 14-21 as the number of members in this age group was lower than other age groups. It was suggested this could be achieved through:
  - promoting membership with students in further and higher education and with those school children undertaking health and social care studies;
  - the delivery of the district-wide young people's event;
  - promotion of membership via Bradford Council's Youth Service and Barnardo's; and
  - promotion of membership with young people accessing Child and Adolescent Mental Health Services (CAMHS).
- Membership representativeness data should be reviewed by the Committee on a regular basis;
- Whilst the recruitment of younger people would be a key objective, it was also important to promote membership to people over the age of 21 via relevant events;
- Membership engagement should be a key objective;
- The Equality lead at the Trust should be invited to a future meeting to present information about the diversity of Bradford, Airedale and Craven as this would help Committee members when determining whether any particular communities should be targeted about membership. **Action: Deputy Trust Secretary to pursue;**
- Whilst membership by constituency area appeared to be broadly representative, data regarding membership by ward area should also be considered by the Committee. **Action: Deputy Trust Secretary to provide this information at the next Committee meeting;**
- A calendar of events should be produced highlighting key events taking place across the district as this would help Committee members to determine whether membership

should be promoted at any of these. Governors should also be requested to inform the Deputy Trust Secretary about any events taking place within their constituency area.

**Action: Deputy Trust Secretary to pursue;**

- An analysis of membership recruitment at previous events, along with an analysis of resultant engagement by those members, should be undertaken. **Action: Deputy Trust Secretary to pursue;**
- A membership recruitment script should be produced and circulated to Governors. **Action: Deputy Trust Secretary;**
- Staff should be encouraged to invite service users and carers to become members of the Trust;
- Corporate communication material, highlighting the work of the Trust and containing information about membership opportunities should be further developed. **Action: Deputy Trust Secretary to incorporate this action on the Membership Strategy action plan;**

**Committee members noted the content of the paper.**

## **6. YOU AND YOUR CARE STRATEGIC REFERENCE GROUP PRESENTATION TO BOARD**

The Trust Secretary provided Governors with an update about the work of the 'You and Your Care Strategic Reference Group' (YYCSRG). He reported the sub-groups of the YYCSRG were progressing individual workstreams relating to involvement and engagement and presentations about these would be given at future Board 'on-the-road' meetings. The presentation in January would focus on external relationships and would include information about the work being undertaken to refresh the Membership strategy.

## **7. FUTURE MEETINGS**

Committee members agreed that future meetings should take place on a monthly basis, starting at 5.00 pm and finishing around 7.00 pm.

## **8. ANY OTHER BUSINESS**

There were no other items of business. The meeting concluded at 7.00 pm.

**COUNCIL OF GOVERNORS' MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
9 SEPTEMBER 2015**

ACTIONS

Ref No	Actions requested	Timescale	Progress
9/9/15-1	<p><u>Membership Strategy</u>  <b>Deputy Trust Secretary to:</b></p> <ul style="list-style-type: none"> <li>i) Invite the Equality lead present information to the Committee about the diversity of Bradford, Airedale and Craven</li> <li>ii) Provide the Committee with information about membership by ward area.</li> <li>iii) Produce a calendar of local events, following input by Governors.</li> <li>iv) Undertake an analysis of membership recruitment/engagement</li> <li>v) Develop a membership recruitment script for Governors</li> <li>vi) Incorporate an action within the Membership Strategy relating to the development of revised promotional material.</li> </ul>	<p>One month</p> <p>October 2015 meeting</p> <p>November 2015 meeting</p> <p>October 2015 Meeting</p> <p>October 2015</p> <p>By January 2016</p>	<p>Attending the October 2015 meeting</p> <p>On agenda for 20 October meeting</p> <p>On agenda for 20 October</p> <p>Circulated via email</p>