

## **Chief Executive's Report – Membership July 2019**

### **Introduction**

The Board has requested that an update on membership and engagement should be provided through the Chief Executive's Report every six months.

### **Governor elections**

11 July 2019 sees the nomination phase open for the next round of governor elections. There are five seats available as part of this election campaign, two for Bradford South; two staff clinical; and one for staff non-clinical. The election is being run on our behalf by an external company - Electoral Reform Services (ERS). Interested members have until the 26 July 2019 to submit their nomination form to ERS. Fran Limbert will be the Trust's coordinating officer working with ERS to ensure the completion of the election in accordance with the Trust's internal timetable and the Trust Constitution.

Engagement and marketing of the campaign commenced mid-June 2019. It involves targeted invitations to eligible members; promotion amongst external stakeholders and partners; and working with the Communications Team to raise awareness of the opportunities through various media and online platforms. This election campaign is due to finish early September 2019.

### **Governor Evaluation**

As part of the annual effectiveness review for the Council of Governors, earlier this year governors met with Michael Smith, Chair of the Trust, on a one-to-one basis. Feedback from the discussions has been analysed with seven themes being identified as governor priorities. The themes link well with our Trust's new strategy 'Better Lives Together'. Work will now take place to understand the next steps on the development of these seven governor priorities whilst keeping in mind the on-going development work of the Membership Development Group, and the participation and involvement strategy 'Your Voice Matters'.

Some examples of identified themes are:

- strengthening links with local communities;
- increasing the profile of staff governors;
- increasing partnership links with appointed governors; and
- connecting governor engagement to patient participation groups.

### **Membership Development Group**

The governors met in February 2019 to begin the planning for the refresh of the Trust's membership strategy. The two-year strategy will have the strapline "Governors –

representing you” and will pose opportunities for governor involvement and engagement. Individual governors will each be asked to contribute two actions: a link to an organisation they know well that could benefit the Trust; and one engagement idea that could be considered as part of the strategy.

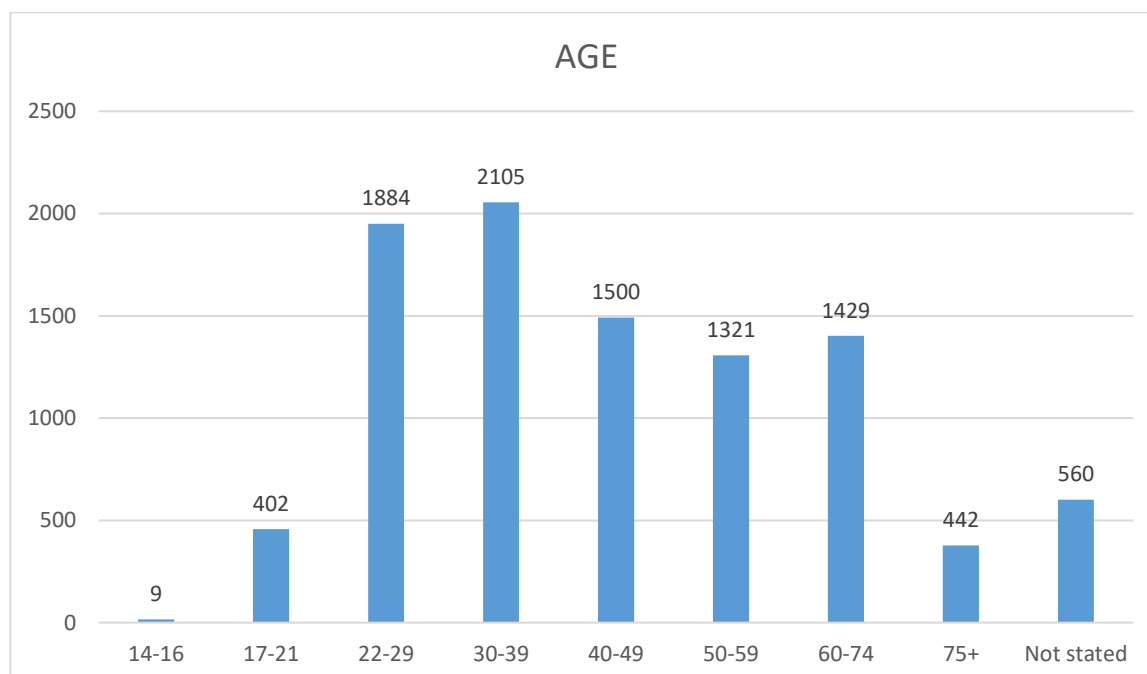
Governors received an update on the participation and involvement strategy ‘Your Voice Matters’, with the importance of connecting existing networks and partnerships with the Trust being recognised. It has been suggested that the governors remain connected to engagement and involvement work of ‘Your Voice Matters’, in particular those governors who are involved in the Membership Development Group.

### Membership data

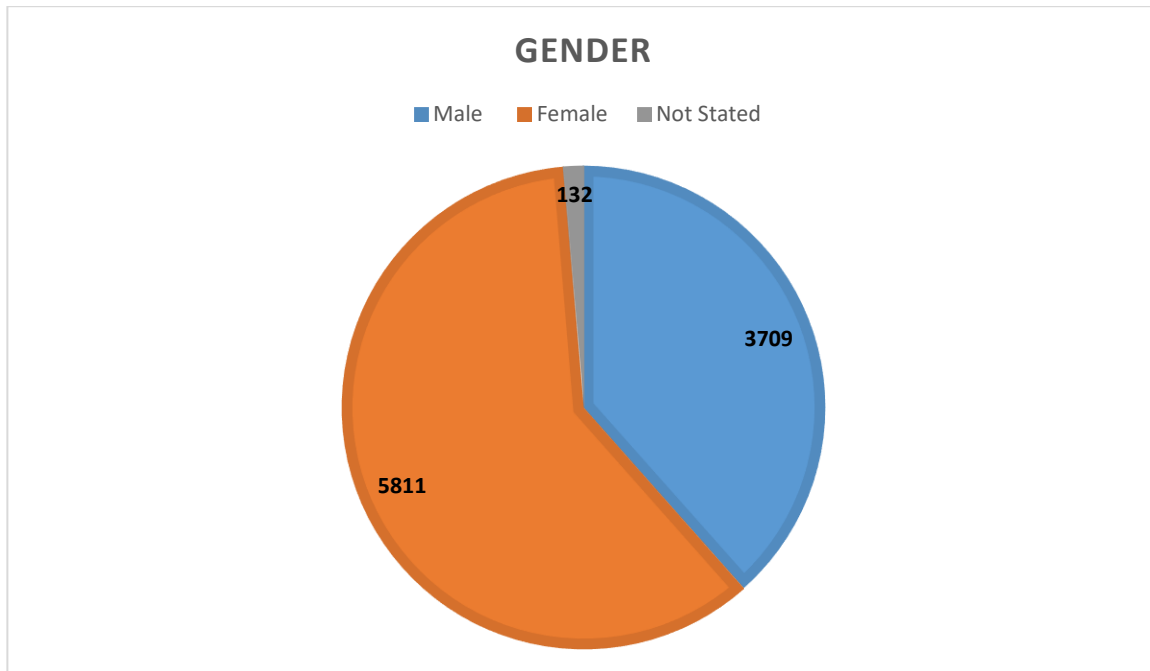
Membership data on age, gender, ethnicity and number of members by constituency is attached. Membership numbers remain static (9655 in January 2019, a slight reduction to 9652 in July 2019).

### Representation

#### By age



### By gender



### By ethnicity

