

63rd Council of Governors
9 December 2021Item **7**
Enclosure **5**

Agenda item	Membership Committee Report
Item from	Simon Hiller, Membership Committee Chair
Attachments	Front Sheet only

Summary and Highlights

The Committee last met on 3 December. The meeting – our first since early September – was well attended.

The 2022-2024 membership strategy approved by the Council of Governors on 16 September 2021 gives the Committee its *raison d'être* and a set of objectives that inform our agenda.

The topics to which we are currently giving particular attention include:

- i. Membership recruitment and the potential to increase the numbers of young people connected to Oxleas in this way. We are clear that this will most effectively be done by targeting co-produced advertising material to people in the 14- to 21-year-old groups via social media. The Trust's Comms team is supporting plans to involve local FE colleges in an advertising video production project.
- ii. Representation of member and wider public interests, where we will be refocussing our plans to take account of recent developments on two related fronts (a renewal of the Trust's engagement with Healthwatch; and the implementation of the year strategy plans to bolstering our service user, patient, carer involvement and co-production). We want both to recognise the full extent of the connection between these activities and the governor representation role; and to invite and listen to member views.
- iii. Membership and the forensic and prisons service user population. With the help of our Forensic Service User Forum, we have recruited three members to this service user/carers interest group.
- iv. The Committee's communications sub-group is working on the next edition of the newsletter, which will go out in the new year. We would like to have more governors join the working group so if you have any interest in communication – whether print or electronic, please do let Anne Marie know and we will extend an invitation to you for the next meeting. All governors are also encouraged to ensure that their online profiles are up to date.

Key Benefits:

This activity aims to increase engagement with our membership.

Recommendation:

The Council of Governors is asked to note the report