

# PAPER CoG 09

**Item 14**

# Report to the Meeting of the Council of Governors

**22 March 2018**

**Governor Election Strategy**

**For: Information and assurance**

1. **Introduction**

In preparation for the forthcoming Governor Elections across the trust a Communications and Engagement Strategy has been prepared by the trust’s Communications and Engagement Team in order to safeguard the optimum success of the trust’s Governor Election process for 2018. This is currently being rolled out to raise awareness of the elections and to encourage the public, patients, carers, and staff to become a member of the trust, and stand for election.

1. **Election Administration**

Electoral Reform Services (ERS) is responsible for the administration of the elections, with support from Membership Engagement Services. An election website has been set up with information on the elections, and additional functionality to enable on-line nominations and voting.

Nomination data was collated by ERS who sent nomination emails / letters to trust members across constituencies when the nomination period opened on 7 March. Nominations will close on 6 April 2018, and a summary of valid nominated candidates will be published and put on the website platform. The final date for candidate withdrawal is 11 April. A notice of the poll will be published on the website platform on 27 April and voting packs will be dispatched. The election closes on 24 May, with the **declaration of results 25 May 2018**.

1. **Election profile**

The vacancies are in the following Governor constituencies:

|  |  |  |
| --- | --- | --- |
| **Constituency** | **Class** | **Vacancies** |
| Patient | Service Users: OxfordshireService Users: Buckinghamshire & Other CountiesCarers | 121 |
| Public | BuckinghamshireRest of England and Wales | 11 |
| Staff | Older People’s ServiceChildren & Young People’s ServiceCorporate Services | 211 |

1. **Promotional activities**

**Press**

Press releases have been sent out to local media in Oxfordshire, Buckinghamshire, Swindon, Wiltshire and BaNES on the elections, Aspirant Governor event and membership roadshow (more below). There was interest from the Oxford Mail, which also includes the Bicester Advertiser, Wantage Herald, Banbury Cake and the Witney Gazette, as well as interest from Mix 96 in Buckinghamshire.

The most recent edition of Insight has dedicated eight pages to trust membership and features a page specifically on governors and the elections.

**Collateral**

Posters and leaflets highlighting the governor elections and signposting to the website have been created for display and distribution.

**Online/social media**

A social media campaign using Facebook (including events), Twitter, LinkedIn and Instagram has been launched to draw attention to the elections. All content signposts to the trust website with information about how to apply. In addition, the elections are a featured news item on the Oxford Health FT website and internal intranet. Emails have been sent to all foundation trust members and all staff have additionally been notified via the trust’s weekly staff email update.

**Stakeholders**

Information about the election and how to become a member and governor has been shared with key trust stakeholders in order for them to share with their service-users, patients, members and staff. This includes CCGs, third sector organisations including members of Oxfordshire Mental Health Partnership, Healthwatch, emergency services, universities and research partners.

**Public engagement events**

A membership and governor roadshow has been taking place at nine key trust sites across Oxfordshire and Buckinghamshire.

An Aspirant Governor Event will be held in Oxfordshire on 15 March at Jury’s Inn, Wolvercote, Oxford.

The communications and engagement strategy will be flexible and responsive in order to meet the needs of the campaign and ensure that it targets the public, patients, carers, and staff across all constituencies so that a range of quality candidates fill the current vacancies.

**Recommendation**

The Council of Governors is invited to note the extensive effort that is taking place in order to promote the role of governor and to deliver contested elections. Each governor is invited to support the trust in promoting the election and the role of governor.

**Author and Title:**

Victoria Taylor, Communications and Engagement Manager

**Lead Director:**

Kerry Rogers, Director of Corporate Affairs & Company Secretary