

**CoG 09/2019**

(Agenda Item: 15)

# Report to the Meeting of the Oxford Health NHS Foundation Trust

# Council of Governors

**20 March 2019**

**Governor Election Plan**

**For: Information and assurance**

1. **Introduction**

In preparation for the forthcoming Governor Elections across the trust a Communications and Engagement plan has been prepared by the trust’s Communications and Engagement Team in order to support and promote the trust’s Governor Election process for 2019. This is currently being implemented to raise awareness of the elections and to encourage the public, patients, carers, and staff to become a member of the trust, and for members to vote 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 has been collated by ERS who have sent nomination emails/letters to trust members across constituencies when the nomination period opened on 18 March. Nominations will close on 16 April, and a summary of valid nominated candidates will be published and put on the website platform the following day. 16 April is also the cut-off date for new members to take part in the election. The final date for governor candidate withdrawal is 23 April. Election data will be collated by ERS on 25 April. A notice of the poll will be published on the website platform on 8 May and voting packs will be dispatched the following day. The election closes on 30 May, with the **declaration of results on 31 May 2019**.

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| --- | --- |
| **ELECTION STAGE** |  |
| Trust to send nomination material and data to ERS | Monday, 4 Mar 2019 |
| Notice of Election / nomination open | Monday, 18 Mar 2019 |
| Nominations deadline | Tuesday, 16 Apr 2019 |
| Summary of valid nominated candidates published | Wednesday, 17 Apr 2019 |
| Final date for candidate withdrawal | Tuesday, 23 Apr 2019 |
| Electoral data to be provided by trust | Thursday, 25 Apr 2019 |
| Notice of Poll published | Wednesday, 8 May 2019 |
| Voting packs dispatched | Thursday, 9 May 2019 |
| Close of election | Thursday, 30 May 2019 |
| Declaration of results | **Friday, 31 May 2019** |

1. **Election profile**

The vacancies are in the following Governor constituencies. The staff constituencies have been updated to reflect the change to staff directorates in the trust:

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| --- | --- | --- |
| Constituency | Class | Vacancies |
| Public | Buckinghamshire  Oxfordshire  Rest of England and Wales | 3  3  1 |
| Patient | Carers  Service user Buckinghamshire and other counties | 2  1 |
| Staff | Mental health services - Oxfordshire, BaNES, Swindon and Wiltshire  Mental health services - Buckinghamshire  Community services  Specialist services | 1  1  2  1 |
| Total |  | 15 |

1. **Promotional activities**

**Press**

Press releases have been sent to local media in Oxfordshire, Buckinghamshire, Swindon, Wiltshire and BaNES on the elections and on Aspirant Governor events that were held in Oxford and Aylesbury.

Governor events were also advertised in Daily Info and Oxford Mail events listings.

The most recent edition of Insight has five pages dedicated to trust membership and involvement and featured a page specifically on membership and governorship.

**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. The elections have also been promoted within the monthly Membership Matters e-bulletin.

**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**

Aspirant Governor events were held in Oxfordshire on Monday 4 March at the Warneford Hospital and on Wednesday 6 March in Aylesbury at the Whiteleaf Centre. Both were attended by people interested in becoming a governor at the trust. Thank you to Geoff Braham and Maddy Radburn who attended to share their experience of being a governor with attendees.

Governorship and membership were also promoted at the February member event Health Matters.

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.

1. **Accessibility for people who use our Learning Disabilities services**

The Membership Team is working with the trust’s learning disabilities co-production group, which includes five people with learning disability – experts by experience – and three members of staff, to develop ways to make membership and governorship more accessible and meaningful for people with a learning disability.

Easy Read membership application form, nomination form and membership information leaflet have been developed by the Membership Team.

**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, and the membership team would welcome offers from governors to share their experience of being a governor in election communications.

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