Recruiting a new Council of Governors

Paul Somerville and Martin Ensom
Objective

December 2018

- Council and Board agreed to increase the size of the Council from 22 to 28.
- Aim was to ensure the Council was more representative of the communities it serves.

Changes to composition:

- Four new appointed governors introduced to represent:
  - children, young people and their families;
  - the vibrant work of the Trust’s 500+ volunteers.
- Two extra seats were added in its public constituencies.
Nominations and Elections Campaign
January to February 2019

- Social media campaign.
- Press releases.
- Information shared by:
  - governors e.g. personal blogs, social media, community networks/meetings;
  - local Friends, CCGs and Healthwatch;
  - poster in public and staff spaces.
- Face to face staff meetings.
- Internal communication channels: intranet, weekly message from Chief Executive/Chair, team briefings.
• 25 members stood for 14 elected seats.
• Six constituencies elections held – all seats filled.
• In three constituencies four seats were filled uncontested.
• 11 public applications (50%) were received from new people/members.
• Seven members attended an interview for four new appointed governor roles.
• All 18 seats filled – more diversity.
The new Council is:

- working much more effectively;
- is receiving a wider and more diverse contribution;
- was involved in the design and is now supporting the delivery of the Trust’s three-year Membership Engagement Strategy.
Why I applied....

Martin Ensom
Deputy Lead Governor and Public Governor for High Weald Lewes Havens

• Why I was looking for something to do (what I had to offer).
• Finding the opportunity (advert).
• Process and information sharing.
• Guidance in applying.
• After the election (phone call and face to face meeting with Chair).
• Induction.
Questions

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