

## Council of Governors (Public) Item 10.4

**Subject:** Council of Governors' Election Campaign 2017 Update  
**Date of meeting:** 6 March 2017  
**Prepared by:** Harriet Franks, Graduate Management Trainee and Michael Tomkins, Communications and Membership Officer  
**Presented by:** Michael Tomkins, Communications and Membership Officer

### 1. Executive Summary

This paper provides an overview of the Governor Election 2017 campaign:

- The governor seats up for election stating which governors are able to re-stand.
- Summary of activity to promote the nominations and elections
- Skills left by the exiting governors.

### 2. Election overview

Seven seats are up for election or re-election in the Public Governor (Merseyside, Cheshire and North Wales) and staff constituencies. These are:

#### Public Governors:

- **Merseyside: three seats**

Paula Pattullo and Roy Stott are completing their third term and are unable to stand again. Trevor Wooding is eligible to re-stand.

- **Cheshire: Two seats**

Mike Brereton and Judith Wright are completing their third term and are unable to stand again. Two new candidates are required in this constituency.

- **North Wales: One seat**

Denis Bennett is eligible to re-stand

Staff:

- **Staff (Non clinical): One seat**

Sharon Hindley is eligible to re-stand.

### **3. Election timeline**

The key dates for the election process are:

Friday 5 May: Notice of election/nominations open

Monday 5 June: Nominations deadline

Monday 26 June: Notice of Poll

Thursday 20 July: Close of election

Friday 21 July: Declaration of results

Nominations must be received by Friday 5 May

### **4. Election communications overview**

The election campaign will focus primarily on Cheshire and Merseyside where there are seats for which no existing Governor is able to re-stand.

Activity will centre around free online distribution of information to members and contacts, promotion at regional members' events, and displays around the Trust.

These activities will be supplemented by social media and press notices advertising events and possible news opportunities. However, media interest is not expected to be significant.

Communications activity can be supplemented with advertising in regional newspapers if insufficient nominations are received near the deadline.

#### **4.1 Communications activity**

Communications activity will include:

-Communication with members: The *Members Matters* newsletter which highlights the upcoming election campaign has already been sent to the Trust's 10,100 members and further information and reminders will be sent.

-Previously unsuccessful candidates will be contacted along with any other members that have expressed an interest in the role.

-Information will be sent to stakeholder and partner organisations including patient support groups, NHS, CCG and education/training providers.

-Trust displays: Information, leaflets and posters will be available at the Receptions, and on ward Hot Boards, Reception TVs, Trust website and any poster sites as appropriate.

-Social media and website: Regular promotion of the nominations process and events will appear on the Trust's Facebook and Twitter accounts. Short video clips of current governors talking about their experience are in preparation to use on social media.

-Events: The election will be promoted at events such as *Stroke Rehabilitation* on the 23<sup>rd</sup> March in Chester, and the Members' *Open Day* on 6 May and the *Cardiac Devices* event on 19 April at the Trust. Once nominations have closed, the election can be promoted at the North Wales members' event *Diabetes* in Wrexham on 24 May.

-Nomination workshop: The Trust will provide a workshop to give members the opportunity to find out more about standing for election on 19 April, before the *Cardiac Devices* event. This event will be supported by a representative of Electoral Reform Services (ERS) who will provide information about the nomination process.

-Governors will be supported during the election process to recruit contacts and members to stand in the election.

-A more detailed project timetable is attached (Appendix 1)

## **5. Governor skills planning**

Governors who are standing down will take with them a range of skills and experience that will be difficult to replace. Following a skills audit, it is hoped that new Governors will bring experience of finance, human resources, chairing meetings, experience of interviewing and recruitment to the Council. The Council of Governors has identified this as an objective for 2017.

## **6. Recommendation**

The Council is asked to note this report