

Bounty Advisory Board holds second meeting – 19th February 2014

This report summarises the discussions and actions agreed.

Welcome and introductions

Chaired by Dame Karlene Davis the Bounty Advisory Board held its second meeting on 19th February 2014.

Attendees: Dame Karlene Davis, David Baker, Carole Garrick, Francine Bates

Apologies: Sally Whittle

Bounty's business objectives and structure

Clare Goodrham presented Bounty's business objectives and company structure.

Following the presentation, it was suggested by the Advisory Board that the Bounty business values be more significantly incorporated into the training of the field staff.

Members agreed it would be helpful for Bounty to produce a comprehensive list of benefits that the company provides to the health sector.

'At your service hospital posters' – comment and approval

Advisory Board members welcomed the posters produced by Bounty to display in hospitals to raise awareness of their visiting maternity wards.

Review and discussion of the Bounty bedside story scripts and check-in questions

The Board commended Bounty on the significant improvements made to the script, and suggested some further amendments. It was agreed that only one check-in question was required when Bounty staff report to maternity reception.

Independent polling of new mums' perception and experiences of Bounty

SSI was agreed as the preferred polling company for the independent survey requested by the Advisory Board. A sample size of 1,000, new mums will be analysed by age and demographic to ensure a representation of a diverse range of new mums across the UK.

Staff training overview and update

Advisory Board members heard from Terri Baker (TB), Human Resources Director at Bounty. She provided an overview of the work being undertaken by Bounty on recruitment, reward, training and mum's bedside experience.

Members commented that it is encouraging that Bounty is investing in improved training and recruitment. The Advisory Board suggested that there needs to be greater cross-

referencing across Bounty training materials and other literature of the company's values and tone of voice.

Summary of Actions Agreed

The following actions were agreed by the Advisory Board:

- Bounty to revise the hospital posters
- Bounty to consult Heads of Midwifery contacts to confirm their willingness to display the posters in maternity wards
- Bounty to revise the bedside story script
- Bounty to amend the polling questions with SSI
- Advisory Board members to review and approve the above by email before the next meeting

Forthcoming Meeting – 12th May

It was agreed that the Advisory Board will produce a final report at the end of their first term (May 2014), detailing the work they have undertaken and the progress that has been made.

It was agreed that the next Advisory Board meeting would review:

- reviewing the independent mums survey
- reviewing the reframed Code of Conduct
- reviewing a document outlining the benefits Bounty provides to the health sector
- agreeing the recommendations of the Board's First Annual Report

Any Other Business

The Board agreed that all the revisions to Bounty's documents will be shared with Sally Whittle and a debrief meeting arranged.