

## Membership Plan 2022

### Introduction

This plan has been developed following discussions with the Trust's Membership Plan Group. It sets out a series of proposed objectives for the Trust, to continue to maintain, grow and engage with its membership, including the actions that it will take to meet these objectives. It also describes how the Trust will evaluate the delivery of the plan.

Three core themes were identified by the group and used to form the Membership Plan for 2022. The objectives and subsequent actions are centred on these themes:

- Engagement/Involvement
- Communication
- Recruitment

### **Engagement/Involvement Objective: To enable all members to influence the strategic direction of our Trust and help shape the services that our Trust offers**

The Trust aims to ensure that members have a good range of opportunities to influence the Trust's strategic direction and, the services offered. The plan makes a distinction between staff members and public and patient members. It also recognises the need to provide tailored resources to support Governors in engaging with their constituencies.

### **Communication Objective: To inform members about developments at our Trust and the healthcare matters that matter most them**

Effective, regular and tailored communication with our members is an important part of building open and honest dialogue. With a membership of over 40,000 (public, patients and staff) in total, the Trust will take steps to streamline the way in which we communicate to all members, and ensure that we provide information on areas of identified interest and make use of easy read formats where required.

### **Public and Patient Recruitment Objective: To maintain a membership that is representative of the communities we serve**

The Trust has a large public and patient membership, however it is recognised that there are areas where membership is under-represented in terms of numbers such as in Keighley, and amongst our younger population. Work will be undertaken to actively engage with identified under-represented groups. These groups will be prioritised with actions and outcomes assessed.

**The draft action plan is presented below.**

## Draft Action Plan 2022

**Engagement Objective:** To enable all members to influence the Strategic direction of our Trust and help shape the services that the Trust offers

Actions	Owner	Date to be Achieved	Update	Date Completed
<p><b>(Annual) Public and Patient Members' Survey and a Staff Members Survey</b> Following the AMM/AGM e-survey to be sent to members to determine:</p> <ul style="list-style-type: none"> <li>- What are your areas of interest?</li> <li>- What do you want to know more about?</li> <li>- Are you interested in becoming a Governor?</li> <li>- Do you want to be part of focus groups/take part in surveys? If so, in what areas?</li> </ul> <p>Outcome to be assessed and actions to be agreed through the Membership Plan Delivery Group.</p>	<p>Corporate Governance Team</p>			
<p><b>Bi-annual Member Pulse Survey - one for public and patient members and one for staff</b> A short (1-4 questions maximum) pulse survey to be sent to members twice per year. Include within membership bulletins to patient/public members.</p> <p><i>Questions to be devised dependant on what the Trust would want to know. Can also be used as a 'did you know....' to promote engagement in specific areas, or 'did you hear about....' For the Trust to understand how effective we are in communicating with members.</i></p> <p>Outcome to be assessed and actions to be agreed</p>	<p>Corporate Governance Team</p>			

Actions	Owner	Date to be Achieved	Update	Date Completed
through the Membership Plan Delivery Group.				
<b>Annual Quality Account</b> Develop an annual process with the Quality team by which the Trust undertakes an engagement exercise to identify/confirm at least three priorities of quality improvement for the following years.	Corporate Governance Team / Quality Team			
<b>Governor Member Engagement Toolkit</b> Develop a toolkit to support Governors in engaging with members and the public.	Corporate Governance Team			
<b>Engage with Patient Experience Team, Clinical Business Units and Corporate Directorates</b> Corporate Governance Team to proactively engage with patient experience team, CBUs and departments to support the involvement of members in relevant events/surveys/engagement activity, as required.	Corporate Governance Team			
<b>Engagement with staff</b> <ul style="list-style-type: none"> <li>- Information about automatic FT membership shared as part of the induction process for new starters, including a welcome letter to introduce staff governors</li> <li>- Regular promotion of staff governors via global email and Lets Talk</li> </ul>	Corporate Governance Team			

**Public and Patient Recruitment Objective:** To maintain a membership that is representative of the communities we serve

Actions	Owner	Date to be Achieved	Update	Date Completed
<p><b>Governor Resource Pack</b> Develop a resource pack for Governors to provide to potential members / the public, to explain the benefits of being a member.</p>	Corporate Governance Team			
<p><b>Governor Elections</b> Promote membership as part of the Governor Election process, specifically in Keighley.</p>	Corporate Governance Team			
<p><b>Young People Engagement</b> Develop key actions to support meaningful membership with young people (aged 16 to 21)</p> <ul style="list-style-type: none"> <li>- Liaise with HR and Education Teams to look for opportunities to promote membership through our ongoing work with young people, e.g. apprenticeships, work experience, courses for young people etc.</li> </ul>	Corporate Governance Team			
<p><b>General membership recruitment</b></p> <ul style="list-style-type: none"> <li>- Liaise with research teams to support the recruitment of individuals participating in research trials as Trust members</li> <li>- Liaise with the Patient Experience Team to support the recruitment of individuals participating within patient involvement activities as Trust members</li> <li>- Provision of membership joining information to Wards and Outpatient clinics to support patients and service users registering as Trust members</li> </ul>	Corporate Governance Team			

Actions	Owner	Date to be Achieved	Update	Date Completed
<p><b>Review and update Governor and Membership information on Website. Priorities are:</b></p> <ul style="list-style-type: none"> <li>- Easy read information</li> <li>- Use of images</li> <li>- What is membership? What is on offer to members? What are the benefits?</li> <li>- Gathering feedback to improve the content</li> </ul>	<p>Corporate Governance Team</p>			
<p><b>Membership Welcome Pack</b></p> <ul style="list-style-type: none"> <li>- Develop a new welcome letter from the Chair</li> <li>- Provide information on the benefits of being a member</li> </ul>	<p>Corporate Governance Team</p>			

**Communication Objective:** To inform members about developments at our Trust and the healthcare matters that matter most to them

Actions	Owner	Date to be Achieved	Update	Date Completed
<p><b>Collation of Email Addresses</b> Write to all public and patient members with no email address and encourage them to provide their email address for future communications.</p>	Corporate Governance Team			
<p><b>Distribute a six-weekly membership e-newsletter to public and patient members</b> Confirm dates with Communications Team for publication.</p>	Corporate Governance Team			
<p><b>Distribute a quarterly Member Update from the Chair to all members (staff, public and patient)</b></p> <ul style="list-style-type: none"> <li>- To be produced after each Council of Governors' meeting to enable reporting on outcomes from the meeting.</li> <li>- Include key messages from the Governor quarterly update</li> <li>- Draft a work-plan of topics for each bulletin based on the results of the Annual Member Surveys (Staff and Public/Patient)</li> </ul>	Corporate Governance Team			

### Monitoring and Evaluation

It is proposed that a Membership Plan Delivery Group is established to meet quarterly that includes Governors and members of the Board to consider progress against the actions above and provide a six monthly report to the Board and Council of Governors along with any recommendations that arise.