

Meeting Title	Council of Governors		
Date	October 2022	Agenda item	CGo.10.22.11

Membership Plan 2022 – Progress report

Presented by	Laura Parsons, Associate Director of Corporate Governance / Board Secretary		
Author	Jacqui Maurice, Head of Corporate Governance and Katie Shepherd, Corporate Governance Manager		
Lead Director	John Holden, Director of Strategy and Integration		
Purpose of the paper	To advise the Council of the progress made with regard to the delivery of the Membership Plan 2022		
Key control	N/A		
Action required	To note		
Previously discussed at/ informed by	The Board of Directors		
Previously approved at:	Academy/Group	Date	
	Board of Directors	22 September 2022	

Situation

In November 2021 the Board of Directors approved the Membership Plan 2022 for the Foundation Trust. The plan set out a series of 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.

Three core themes form the basis of the plan.

- Engagement/Involvement
- Communication
- Recruitment

The objectives set within the plan and the subsequent actions are centred on the above themes.

Monitoring and Evaluation

In approving the Membership Plan the Board also approved the establishment of a group to oversee the delivery of the plan including the agreement of the timescales for the completion of the actions.

The Membership Plan Delivery Group was initially established in December 2021. At that time membership included Public Governors Wendy McQuillan and Kursh Siddique. The work of the group was delayed due to the requirement of the Trust to suspend all non-essential activities throughout December/January 2022 as a result of the Covid pandemic. Following the Governor elections which concluded in May 2022, Wendy McQuillan and Kursh Siddique had completed their terms of office. New Governors were then sought to join the group. The membership of the group currently comprises:

- Julie Lawreniuk, Non-Executive Director
- Khalid Choudhry, Public Governor Keighley
- Raquel Licas, Staff Governor Nursing and Midwifery
- Kez Hayat, Head of Equality, Diversity and Inclusion, Human Resources
- George Reynolds, Patient and Public Engagement Officer

Members of the Corporate Governance team provide support to the group and manage the delivery of the actions.

The group has met on three occasions since the approval of the plan.

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- March 2022
- June 2022
- September 2022

Membership action plan 2022

The Membership Plan Delivery Group has reviewed and agreed the target dates for the delivery of the actions along with an additional number of ambitions set for the first year.

• Ambitions set for 2022

- Increase the number of members with email addresses (target to achieve is 1,000)
- Recruit more new members from the Keighley public membership constituency (target to achieve is 100)
- Recruit more new members aged between 16 and 22 (target to achieve is 100)

These ambitions have now been included within the action plan.

Delivery of the Membership Plan - Progress to date

Attached at Appendix 1 is the progress report on the actions agreed by the Board of Directors. The highlights include:

- Weekly communications to our public and patient members with email addresses have been established. This will now be reviewed with the communications team and the membership plan group have suggested that this is changed to a monthly update.
- Quarterly newsletters to our members have continued.
- Increase in staff Communications via 'Let's Talk' and the global email.
- Updates to the induction programme to raise the profile of foundation trust membership and our staff governors.
- The development of our intranet pages to promote our staff governors.
- The development of our foundation trust membership and governor web pages.
- Activities for member involvement / engagement promoted through member communications. These have included a range of opportunities covering:
 - Participation in PLACE (Patient Led Assessments of the Care Environment)
 - Invitation to take part in a review of the Accident and Emergency Department
 - The Virtual Ward Survey
 - Consultation on the Trust's Corporate Strategy prior to its launch
 - An Invitation to AGM / AMM
 - Governor elections
- Governor elections have involved a full campaign for our public and staff elections which concluded in May.
- Updates to the online joining form and the launch of an 'email updater' and a 'member portal' to support members in being control of their own data.
- The Governor toolkit is now in draft form - the toolkit is aimed at supporting Governors in the delivery of their role with members and the public.
- Membership Mailshot. The mailshot is a significant piece of work aimed at increasing the number of members with an e-mail address on our membership register. The Trust will write to approximately 35,000 of our members to encourage them to use the email updater and subsequently the membership portal to amend their data. We have though also provided reassurance that if a member requires hard copy information or has any other special needs these will be taken account of.

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Current Overview of our Membership

The current membership position (as reported to the Board in September 2022) is attached at Appendix 2.

Future updates will provide information with regard to the movement of our membership as we assess the impact of the progress of the actions in place.

Recommendation

The Council of Governors is asked to receive and note the report presented to the Board of Directors on 22 September 2022 and the progress made with regard to the delivery of the Membership Plan.