

Membership Plan 2023-24

Introduction

This plan 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 Membership Plan Delivery Group (comprising a Non-Executive Director, Governors, key trust staff including the Corporate Governance team) and used to form the Membership Plan for 2023-24. 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 subsequent actions from the membership plan delivered in 2022 were aimed at supporting the achievement of the overall objectives of the membership plan (as outlined above), however, the Membership Plan Group did not expect the overall objectives to be fully achieved during 2022. A paper was presented to the Board of Directors in May 2023 reporting on progress towards the achievement of the objectives and the ambitions in 2022.

The Board agreed that the objectives previous set will remain in place for 2023-24 which will build on the work commenced in the previous year.

Revised ambitions were agreed with the Board of Directors for 2023-24.

Ambitions for the Membership Plan 2023/2024

The key ambitions are:

- 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)

The action plan is presented below.

Action Plan 2023/24

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

Actions	Target Audience	Owner	Date to be Achieved	Update	Date Completed
Public and Patient members' / Staff members Survey	Members / the public	Jacqui Maurice / Katie Shepherd	March 2024	Frequency / purpose to be determined	
Annual Quality Account 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.	Governors / members / the public	Jacqui Maurice / Quality Team	Ongoing	Programme of work to be scheduled	
Trust-wide engagement with key teams to support an increase in the number of active members (including Patient Experience Team, Clinical Service Units and Corporate Directorates to encourage membership recruitment and involvement in engagement activities)	Members / the public	Jacqui Maurice / Katie Shepherd	March 2024	Communications/engagement plan to be developed	
Develop links with the Widening Participation Team Development of an engagement toolkit for young people.	Young people aged 16 to 22	Jacqui Maurice / Katie Shepherd	September 2023	The Widening Participation (WP) Team have included a link to the membership webpage on their emails and provide the CG Team with date of events that we can	September 2023 Complete but will maintain

Actions	Target Audience	Owner	Date to be Achieved	Update	Date Completed
				join.	dialogue with WP Team.
Engagement with staff	Trust Staff Groups	Jacqui Maurice / Katie Shepherd	March 2024	<p>Monthly information events established across BRI/SLH. Recruitment to a staff consultation group initiated at Leadership conference on 6 June.</p> <ul style="list-style-type: none"> Approximately 80 staff have signed up to the group. Further actions to be determined with Staff Governors. In September determined that it would be appropriate to align the monthly engagement stands with the Widening Participation Team and the FTSU stands. 	

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

Actions	Target Audience	Owner	Date to be Achieved	Update	Date Completed
Increase the number of members in the Keighley Constituency	General public in Keighley	Jacqui Maurice / Katie Shepherd Governors	March 2024	Actions to be agreed (in addition to promotion as part of governor elections as outlined below).	
Governor Elections Promote membership as part of the Governor Election process, specifically in Keighley.	General public in Keighley	Jacqui Maurice / Katie Shepherd	April 2024	<p>Governor support to be sought in preparation for governor elections commencing in February 2024.</p> <p>Timeline for 2024 elections agreed.</p>	

Actions	Target Audience	Owner	Date to be Achieved	Update	Date Completed
		/ Governors		To commence 9 February 2024 and close on 29 April 2024.	
Widening Participation Team Development of a recruitment toolkit aimed at 16 to 22 year olds.	Young people aged 16 to 22	Jacqui Maurice / Katie Shepherd	December 2023	<u>Work to commence in October 2023.</u> Delays in place due to other workforce pressures. This area to be informed by further engagement with the education manager, to explore the work going on within the community which includes linking in with generation Medics and the local authority. Will explore if a distinct package of engagement tools should be developed following this engagement.	

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

Actions	Target Audience	Owner	Date to be Achieved	Update	Date Completed
Membership and Governors Increased presence on Social Media Develop of 'governor led' social media communication methods (e.g twitter and facebook).	Governors / members / the public	Jacqui Maurice / Katie Shepherd /Governors	March 2024	FT Membership Twitter/X account created. Schedule of posts to be developed. Governors to be encouraged to re-post our content to broaden our reach.	
Governor input into the membership communications	Governors / members / the public	Governors	March 2024	Staff governors provided feedback and approved the questions used within the staff poll that ran through June and July 2023.	

Monitoring and Evaluation

The Membership Plan Delivery Group meets quarterly and includes Governors and members of the Board who 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.