



**Membership &  
Engagement  
Strategy  
2020 - 2023**



## Our membership and engagement strategy

This strategy outlines what we will do over the next three years to achieve our vision for membership and engagement, which is that we will be directly accountable to local people by making the best use of our membership communities. It describes the methods we intend to use to create and maintain a representative membership and strengthen engagement and communication with members over the three-year period.

## Our membership community

CHFT became a Foundation Trust in 2006, and as such, we are required to have a membership community. A fundamental part of being a NHS Foundation Trust is the way the organisation is structured, based upon the involvement of local people, patients, carers, partner organisations and staff employed by the Trust.

There are three main components to the way a NHS Foundation Trust is structured:

- A membership community made up of local people, patients, carers and staff employed by the Trust
- A Council of Governors consisting of public and staff governors elected from the membership community and also appointed representatives from the Trust's key partners in health and social care
- A Board of Directors made up of a chairman and non-executive directors

One of the greatest benefits of being a NHS Foundation Trust is that the structure helps us to work much more closely with local people and service users to help us respond to the needs of our communities.

We encourage membership applications from all sectors of our communities, to develop a wide and diverse membership, and we try to provide different ways for the people we serve to contribute to the success of our organisation. Through this strategy we aim to build on our existing membership to develop an active and engaged membership community that helps us with our forward plans.

The core benefit of becoming a member is that members have a voice and can be involved in shaping the way services are provided and contribute to the future direction of the organisation. Our strategy describes a number of ways in which we will develop in this area.

You can find out more about membership and how you can become a member via our website: <https://www.cht.nhs.uk/about-us/membership-and-the-council-of-governors/>

Our governors provide the link between members and the Trust and it is the role of the Council of Governors to represent the interests of members and hold the non-executive directors to account for the performance of the Board. It is crucial that governors have the skills and opportunities to engage with members, and our strategy has a particular focus on this area also.

## Three Year Membership & Engagement Strategy – 2020 to 2023

<b>Our vision</b>	<b>Together we will deliver outstanding compassionate care to the communities we serve</b>		
<b>Our overall membership objective</b>	We will be directly accountable to local people by making the best use of our membership communities		
<b>Our goals (the result)</b>	<b>Our membership community will be active and engaged; be representative of our local communities and increase year on year</b>	<b>Our governors will have regular, meaningful, two-way engagement with our membership community and members of the public</b>	<b>Our membership community will have a voice and opportunities to get involved and contribute to the organisation, our services and our plans for the future</b>
<b>Our response</b>	We will have a recruitment and engagement plan for the next three years with annual targets for increasing membership numbers	We will have a recruitment and engagement plan for the next three years outlining all our engagement activities	We will have a series of regular events for members
	We will analyse our membership on a regular basis, and have targeted campaigns to recruit members from any group that is under-represented	We will actively promote membership and raise the profile of our governors and the Council of Governors in a variety of settings and forums	Members will have more opportunities to get involved in service changes and improvement projects
	Within our public membership body we will have a youth membership constituency	Our governors will have opportunities, and the necessary skills, to actively seek out the views of members and the public on material issues or changes being discussed at the Trust	Members will have more opportunities to express their views on service changes and improvement projects
	We will have a number of incentives to attract new members		
	We will have an accurate, up-to-date membership database which allows us to target members who wish to be actively engaged	Our governors will have opportunities to feed back to members and the public information about the trust, its vision, performance and material strategic proposals made by the trust board	Members will have the opportunity to comment on any forward plans
	We will have established links with local organisations through whom we can recruit members	We will have new methods of communicating/engaging with our members, including making more use of social media channels	We will have a Patient Panel through which members and members of the public can feed back on service changes and forward plans

