

Membership and Engagement Strategy 2023 – 2026



"I signed up to be a member after working at the Trust on a student placement during the pandemic. I saw some of the amazing efforts staff went to for patients, so thought it would be a small way of giving something back."



"I signed up to be a member to show my support as I've had so much help with a health condition for many years. Also, having been a carer for my mum and uncle, I have a vested interest in having a say in the Trust's services."



Our membership and engagement strategy for 2023-2026

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 and colleagues 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.

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.

The strategy is summarised in table form below and is supported by a full action plan that has been co-created by the Membership Office and the Membership and Engagement Working Group. The strategy was approved at the meeting of the Council of Governors on 20 April 2023.

2023-2026 Membership and Engagement Strategy on a page

Our vision:

Together with partners we will deliver outstanding compassionate care to the communities we serve

Our values and behaviours:

- We put patients and people first
- We 'go see'
- We work together to get results
- We do the 'must dos'
- We care for ourselves and each other in the same way we care for our patients through 'one culture of care'

Our goals and results:

We will be directly accountable to local people and colleagues by making the best use of our membership communities

