

Council of Governors: Membership Priorities

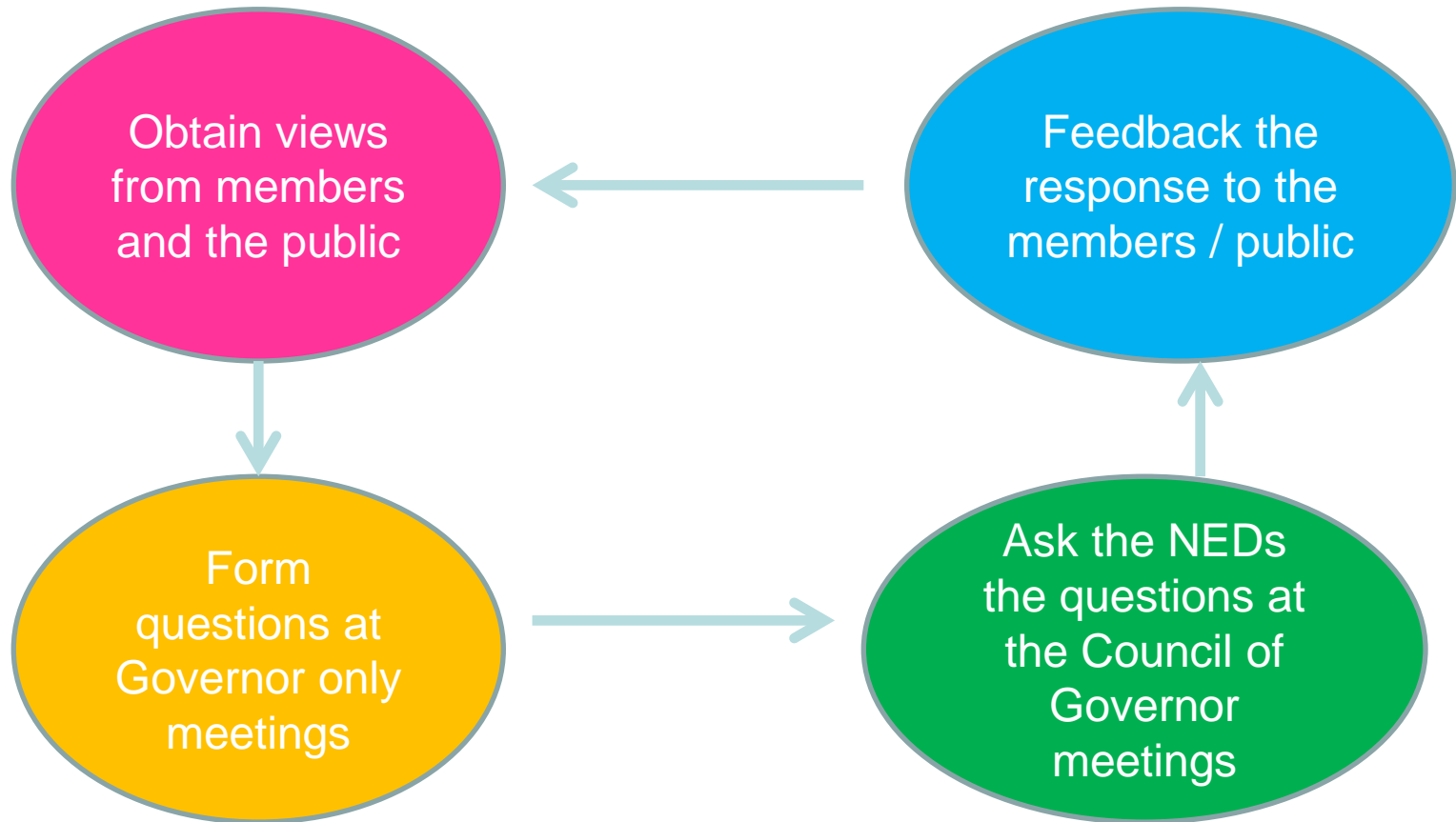


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NHS Foundation Trust

- Ensure the public membership is representative of the communities served by the Trust;
- Invite members of the public that have an interest in healthcare to become members of the Trust;
- Communicate with the membership and the public about the Trust's services and future plans; obtain feedback and encourage participation in governor elections; and
- Ensure engagement activities are fit for purpose.

How membership engagement supports the role of the Governors



Representative membership

- A report on membership representativeness to be considered by the Council of Governors on an annual basis;
- Report to contain recommendations regarding ways to address any non-representative issues.

Invite people with an interest in healthcare to become members of the Trust

Ways to promote membership to those people who have an interest in healthcare:

Promoting local health care events to the public and attend to discuss membership

Informal discussions with outpatients/ inpatients/those in community care settings

Through Stakeholder Governors promoting membership at appropriate health and care meetings

Through existing networks / groups / meetings in constituencies

Using Trust events as an opportunity to sign up members

Create links with other parts of the Trust to encourage membership e.g. research; appointments; volunteers

Ways in which Governors can communicate with the membership and public regarding the Trust's services and plans and encourage participation in elections



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Membership

- Quarterly email from Governors to members on Governor and Trust activity following each Council of Governor meeting
- Attending team meetings and Trust events (Staff Governors)
- Invitations to members to participate in surveys/focus groups when appropriate
- Promote Governor email addresses
- Bi-annual newsletter which invites feedback

Public

- The quarterly message to also be uploaded to the website
- Attending Trust-wide public meetings and events
- Attending healthcare related events, run by partners
- Through individual networks/groups and meetings
- Meeting with past patients whenever the opportunity arises
- Informal discussions with inpatients and outpatients and those in community settings
- Sharing of Council of Governor meeting papers and agenda on the Trust website

Enabling Activities

Activity	Who to Action	When
Local, Trust and other events to be shared with Governors	Membership Office	As applicable
Membership form to be refreshed	Membership Office	April 2020
Governor promotional material to be reviewed and refreshed (including a banner for outpatients and short video for the website)	Membership Office	June 2020
Appointments/complaints/PALs forms/letters to incorporate a message regarding membership	Membership Office	June 2020
Engagement opportunities to be published/updated on the website and emailed to members	Membership Office	As applicable
Opportunities to reach inpatients/outpatients and those in community settings to promote membership to be investigated	Governor Involvement Group	June 2020
Key quarterly communication message to be agreed by Governors and shared with the Membership office who will forward to the membership and upload to the website	Governor Involvement Group	Quarterly following each CoG meeting
Governors to consider tweeting about the above messages or request the Comms team to tweet these.	Governor Involvement Group	As above
Governors to attend election events and promote elections and voting to constituents	Governors	March – May 2020
Contact volunteer / research / appointments teams to identify opportunities to promote membership	Membership Officer	May 2020