

Membership strategy 2022 – 2024

Strategy overview

	What success looks like	How we will deliver success	How we know how well we are doing
Recruit	Increased membership particularly in seldom-engaged groups	<ul style="list-style-type: none"> • Co-designed membership campaigns • Co-designed membership offers • Social media • Partnership working 	<ul style="list-style-type: none"> • Increase in membership numbers in target constituencies* • Refreshed and reinvigorated Associate Membership
Communicate	Members that are kept informed of opportunities for involvement, engagement and developments within Oxleas and the wider Integrated Care System (ICS) as it develops	<ul style="list-style-type: none"> • Membership Communications Working Group • Involvement Hub • Publications • Working closely with ICS partners • Public forums • Events & activities • Social media 	<ul style="list-style-type: none"> • Increase in Involvement Hub usage • Audience specific publications/communications • Increased public interest • Feedback • Surveys
Engage & Involve	<p>Governors and Members that are engaged and involved in trust activities and shaping the trust's future</p> <p>ICS emerging governance and management structure – opportunities for governors and members to be part of this.</p> <p>Wider ICS population kept informed and involved to support collaboration and the delivery of better, joined up care</p>	<ul style="list-style-type: none"> • Involvement Hub opportunities • “Involve” Steering Group • Working collaboratively across ICS footprint • Public forums • Events & activities (internal & external opportunities) • Interactive communications • Partnership working • Create a conduit for opportunities of employment, work experience, apprenticeships 	<ul style="list-style-type: none"> • Involvement Hub • Audience specific communications/events/activities • Feedback • Outcomes

*Target constituencies:

Service User/Carer interest groups: Children 14-19 years 5% increase, Forensic & Prison recruit 10+ members;

Public: 14-19 years 10% increase

This will be put into action by Governors and Oxleas NHS staff and will be overseen by the Council of Governors' Membership Committee.

Background

Each NHS foundation trust should have a membership which reflects the people served by the trust. These members elect governors to represent them and are provided with information on the trust and its services and are given an opportunity to shape the development of the organisation.

The Council of Governors has a membership committee to develop and implement a membership strategy. All governors are invited to take part in the membership committee.

This document outlines the key elements of our membership strategy for the coming three years and how we are planning to put this into action.

Strategy overview

Oxleas' Strategy 2021 - 24 has been developed based on member, governor, patient, carer and staff feedback gathered through the 'Our Next Step' engagement programme in late 2019/2020 and the impact of Covid resulting in new ways of working.

This Membership Strategy has been developed to contribute towards the trust strategy's aims and in recognition of the changes in legislation with the formalising of Integrated Care Systems (ICS).

The Membership Strategy will:

- support the Council of Governors' legal duty to represent the interests of our members and the public.
- aim to contribute towards intentions outlined in Oxleas' Strategy 2021-24, specifically: Building Block Two: Bolstering our service user, patient, carer involvement and co-production
- support the Council of Governors, in light of the emerging ICS governance and management structures, to fulfil their duties.

The Oxleas approach to service user/carers involvement includes the creation of an **Involvement Hub** with the function of matching the skills, experience and resources of service users, carers and the general public with the needs of services to enable co-production of service development, training, practice development, research and further support volunteering.

There is national recognition that people who have experience of using services have a unique insight into what works and what needs to be improved (see Appendix 1 for types of opportunities available to service users and carers within Oxleas).

To help achieve the above trust-wide ambitions, the join-up between lived experience, volunteering, public and service user/carers membership and governor roles will be strengthened through a new Involve infrastructure (see Appendix 2).

There are three main strands to our membership strategy

- Recruit
- Communicate
- Engage & Involve

Recruit

During the life of the strategy, we would seek to increase the number of people becoming members. This would be achieved in the following ways:

- Increasing awareness of membership with staff.
- Increasing awareness of membership within our services to service users, carers and visitors through events, promotional materials, Involvement Hub and social media.
- Increasing our younger member representation – we will develop our membership offer for young people through co-production. We will work in partnership with Oxleas staff, partners, local community groups, educational establishments and people using our services to increase our representation of younger members of the community.
- Building membership for our Service user/carer interest group - Forensic and Prison services – we will develop our forensic and prison interest group membership offer through co-production with staff and service users.
- Aiming to engage with all sectors of our communities through partnership working and providing information in accessible formats.

Communicate

During the life of the strategy, we would seek to communicate with our members to keep them informed of developments within Oxleas and the wider ICS, opportunities for involvement and provide them with health information. This would be achieved in the following ways:

- Membership Committee Communications working group focussing on how we communicate with our membership.
- Dedicated campaigns co-produced with representatives of target audiences.
- Dedicated membership publications for specific audiences – general membership, children and young people, and forensic and prison membership.
- Working closely with ICS partners to communicate health campaigns to the wider public across the ICS footprint.
- Dedicated membership area on new trust website.
- Events including annual members' meeting.
- Public forums will provide a mechanism for wider information-sharing such as consultation on key issues and mental and physical health skills workshops.
- Partnership working.

Engage and Involve

For this three-year strategy, we wish to develop a robust programme of engagement and involvement opportunities for our governors and members, and will achieve this through:

- An “Involved” steering group supporting to coordinate and facilitate ongoing two-way information sharing.
- Membership Committee working groups focussing on key workstreams.

- To make sure we are relevant to everyone, and to engage with, and listen to, a diverse range of groups and communities.
- Creation of opportunities to get involved and share views through our Involvement Hub.
- Working closely with ICS as it develops to keep people informed, involved and engaged across the ICS population in local health changes and key health issues.
- Working in partnership with Healthwatch to seek public views.
- Interactive publications and feedback opportunities.
- Governor meetings.
- Public forums will provide a mechanism for wider information-sharing such as consultation on key issues and mental and physical health skills workshops.
- Annual members' meeting.
- Internal and external opportunities to get involved.

Implementation of the strategy

For the effective implementation of the strategy, the Membership Committee will develop an annual workplan with agreed priorities for the year and how resources can be used most effectively.

The effective running of the Membership Committee will need to be supported both by Governors and trust staff. Governors will also be assisted to undertake their role by support from trust staff in raising their profile with members and event/meeting organisation.

Evaluation and measuring effectiveness

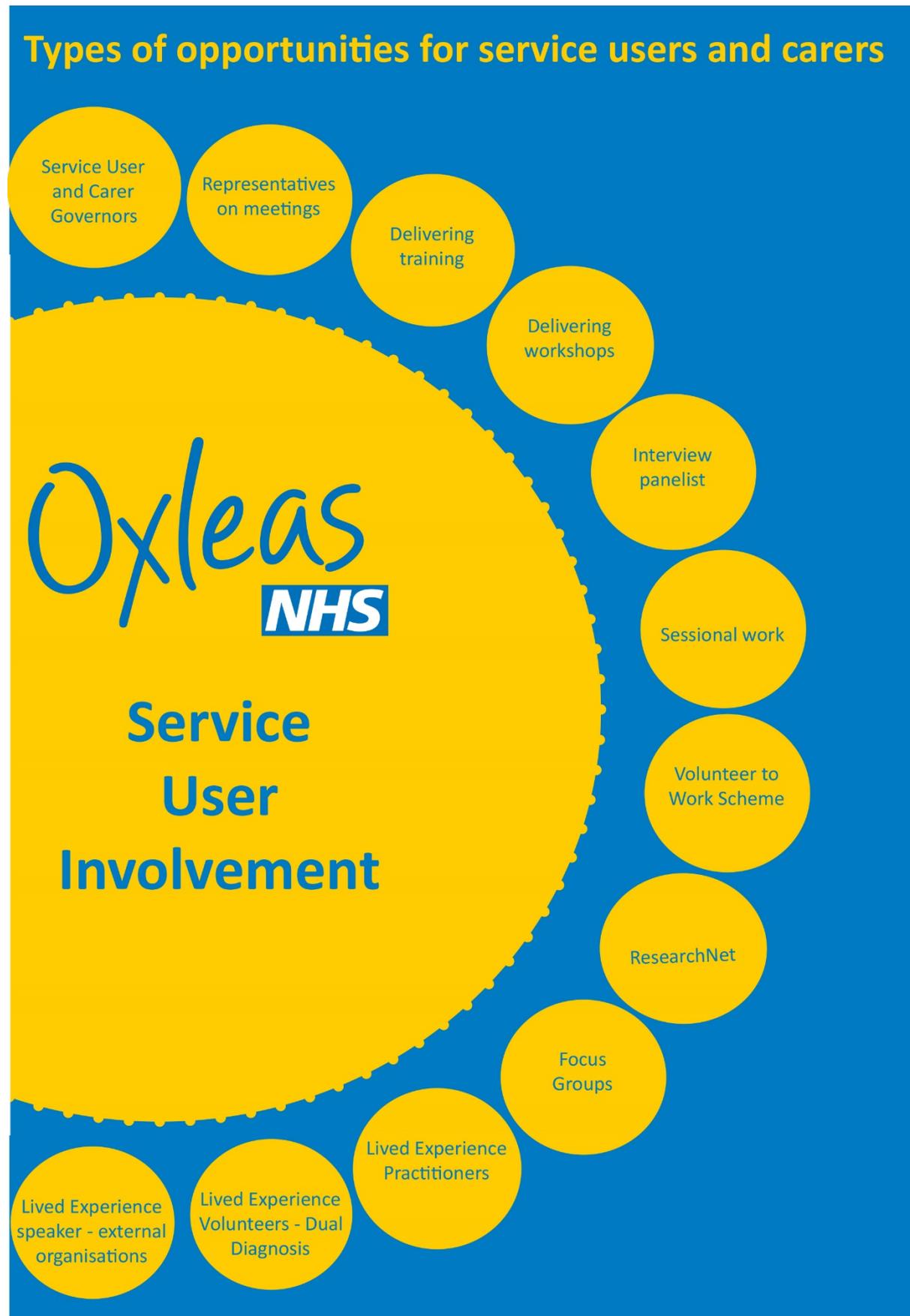
All feedback received from member events will be evaluated and reported.

The Membership Committee will regularly review demographic areas of our membership (eg age, ethnicity) to ensure it is representative of the communities Oxleas serves.

The Membership Committee will oversee progress against the agreed annual plan and will report regularly to the Council of Governors.

**Membership Committee
September 2021**

Appendix 1



Appendix 2

Vision for Oxleas' Involved Infrastructure

To help achieve our strategy's ambitions, the join-up between lived experience, volunteering, public and service user/carer membership and governor roles will be strengthened through a new Involved infrastructure.

