Membership strategy

2019 – 2021

Strategy overview

	What success looks like	How we will deliver success	How we know how well we are doing
Recruit	Increased membership particularly in harder to reach groups	• Community activities • Social media • Partnership working	Increase in membership numbers
Communicate	Members that are kept informed of developments	• Publications • Events • Social media • activity	• Feedback • Surveys
Engage	Members that are engaged in shaping our plans	• Events • Interactive communications	• Feedback • Outcomes

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

1. **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.

2. **Strategy overview**

There are three main strands to our membership strategy

- Recruit
- Communicate
- Engage

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 and social media
- Increasing our younger member representation – we will engage with people using our services and local community groups to build our representation of younger members of the community.
- Building membership for our Service user/carer interest group - Forensic and Prison services as this is a new interest group which needs developing
- Aiming to engage with all sectors of our communities through partnership workings 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 provide them with health information. This would be achieved in the following ways:

- Membership publications and website
- Events including annual members' meeting and focus groups

- Health promotion activities
- Partnership working

Engage

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

- Interactive publications and feedback opportunities
- Governor meetings and events
- Health promotion activities
- Focus groups and annual members' meeting

3. **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.

4. **Evaluation and measuring effectiveness**

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

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

Membership Committee
December 2018