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# **Membership Strategy 2020/21**

Approved by: Council of Governors 11 November 2020  
Board of Directors 27 November 2020

## 1. Context

The requirements and disqualifications for membership are contained within the Trust Constitution. All staff are Trust members unless they choose to opt out. Volunteers are part of the Public Constituency.

Whilst Governors are members themselves, and they have a responsibility to represent Trust members, they also have a wider statutory role to represent the interests of the public.

We have some exciting projects coming up that will make a real difference to the services that patients receive in the longer term. We want all stakeholders – our staff, our patients, and everyone locally – to be part of these changes. Governors are critical in supporting this work and maximising the opportunities available to us to engage and ensure that local voices are heard.

With the COVID-19 pandemic, meetings and membership engagement is not possible in the way that we have previously managed this. We also have this Council in place for less than 12 months now, and we therefore need to make the best of the remainder of their term of office, focussing on those areas that will bring the best results.

## 2. The data

The minimum membership in the Public Constituency (Annex 1, Trust Constitution) is 500 members covering the electoral wards within the Norfolk and Suffolk County Council areas.

Total staff and public membership at 31 March 2020 is 10,977.

The database is provided in-house. This links to the Trust's patient system to enable update so if a member has passed away and the Trust is notified of it, they can be removed from the database.

Staff members are generated from Workforce information taking account of the membership criteria as set out in the Trust Constitution.

Membership data is reviewed on a six monthly basis to re-assess priorities as necessary to take account of any areas where there is under-representation.

## 3. Strategy priorities

In the previous strategy a more strategic approach had already been confirmed, which we would like to continue.

A range of ideas were discussed and comments made by Governors. These can be considered as the year progresses, with two areas of focus proposed initially as well as continuing with existing member communications:

- The quality of services at our community's local hospital matters the most to patients
- Revise the strategic question for use
- Maximise individual Governors' existing networks

- Consider the e-mechanisms available to Governors to enable effective engagement – Trust Twitter/Facebook/web Q&As, MS Teams meetings – advertised in advance; video messages published on youtube with details of how the public could engage
- A visual display in Trust reception area with ‘get in touch’ details
- Utilise Hospital Radio Yare to get messages out to hospital patients
- Seek support for messages to be displayed on supermarket community notice boards
- Working Group members to encourage other Governors to get involved and revise toolkits for their use – using a buddy system where that would help
- Consider enhancing liaison with Parish Councils – potentially as part of stakeholder engagement on HIP2 – plans for a new hospital
- Continue to communicate with members on alternate months - with Governors’ written e-Governors’ News – encouraging other Governors to get involved – and the six monthly membership newsletter in hard copy to member households – recognising that not everyone is on email
- Consider Trust website home page banner and how this is used for the strategic question and feedback mechanisms.

**Priorities for approval** – and the actions required to achieve these - are proposed as:

**1. Confirm a new strategic question to engage with and gather feedback from Trust members, Governors’ networks and local people**

- Refine the seven potential survey questions for next year’s Quality Priorities and ask one question, focussed on *what good care looks like for individuals*
- Review personal details forms and maximise Governors’ existing networks
- Membership toolkits and support to be revised and a buddy system implemented where required
- Agree a process for comments to be logged and feedback to be provided to the Trust Secretary’s office.

**2. Enhance virtual engagement through trialling a virtual Q&A/feedback session on the Trust’s Facebook**

- Once strategic question confirmed, agree participants, focus of first ½ hour event, and publicity - Trust Secretary and a maximum of two Governors
- Provide training session on how engagement will operate
- Review effectiveness, and plan next steps.

**3. Continue preparation of existing membership communications**

- Confirm timing of issues
- Widen participation in content preparation to e-Governors’ News to all Governors.