

# **MEMBERSHIP STRATEGY**

## **Action Plan**

### **2012/13**

(V3.1 – updated 16-07-12)

As declared in the Membership Strategy (Version 9.2), The Shrewsbury and Telford Hospital NHS Trust will grow our membership of local people in preparation for authorisation to Foundation Trust status to ensure that they have a real say in the work of the organisation. The Trust has given a clear commitment to the development of a membership that is representative of the communities the Trust serves. It is recognised that to build and develop, the membership requires both time and resources.

Key initiatives for FT team planned for 2012/13 to increase our current membership include:

<b>Build a larger, more diverse, membership</b>		
<b>Aim</b>	<b>Action</b>	<b>Time scale</b>
<b>Improve FT membership promotional materials</b>	Develop a selection of recruitment materials : <ul style="list-style-type: none"> <li>• Updated membership form</li> <li>• Banner stands</li> <li>• Promotional products</li> <li>• Streamlined Membership leaflet</li> </ul>	<b>Completed</b> June 2012
<b>Increase the number of public members</b>	Recruit additional FT Volunteers to assist with face-to-face recruitment in our hospitals public areas (aim for five volunteers for each site).  FT Membership and Engagement team to have several weekly recruitment sessions in outpatient areas at both hospital sites.  Link with local Mental Health Trust and Ambulance Trust regarding collaborating on membership recruitment and attendance at events  Make links with GP patient participation groups and encourage them to become a member.  Develop a timetable and attend targeted community events (e.g. Shropshire County Show, Newport Show etc.),  Develop a 'member get member' scheme  Review membership within all constituencies and target recruitment within areas of high patient population  To include FT membership forms in Trust postal surveys (inpatient & outpatient surveys)  Develop with the assistance of ESR a system to enable staff membership to convert to public membership for staff who leave the employment of SaTH.	September 2012  August 2012.  September 2012  October 2012  August 2012  December 2012 December 2012  <b>Completed</b> July 2012  <b>Completed</b> May 2012

<b>Recruitment of Young people (14-25 year olds)</b>	Make links with schools, colleges and youth setting to encourage young people's engagement with the Trust.	Ongoing
	Increase engagement opportunities for schools – including events at the hospital and within school/college setting	Ongoing
	Write to 50+ youth organisations offering visits / talks and enclosing a number of membership application forms.	<b>Completed</b> May 2012
	Write to all volunteers aged between 16 and 25, enclosing membership application forms	<b>Completed</b>
	Link with the Youth Councils in Shropshire, Telford and Powys	September 2012
Develop Young Volunteer Scheme.	March 2013	
<b>Recruit new members from hard to reach communities</b>	Link up with County Councils to develop a partnership with mobile library services to access rural communities.	September 2012
	Link with Development Workers to build links with BME groups	October 2012
	Offer visits and talks to faith groups, older peoples groups, groups for adults with disabilities, carers groups, LGBT groups etc.	Ongoing
	Arrange a Behind the Scenes Tour specifically for clients with disabilities (arranged through Dale Nixon, Health Access Nurse, SSC TR) – use opportunity to recruit FT members	<b>Completed</b> May 2012
	'Walkabout events' - Arrange for the FT Director and FT team to meet with 'hard to reach groups that would not normally access recruitment/engagement activities (e.g. homeless, travelling community	Ongoing
Contact Capita (membership database providers) to enable individuals with no fixed abode to become members (e.g. create a specific postcode so details can be registered)	August 2012	

Ensure an informed membership		
Aim	Action	Time scale
<b>Improve member information</b>	Publish a minimum of four newsletters each year - Foundation Trust Office to provide regular and current information to the Communications Office for inclusion in Healthier Futures newsletter.	On a quarterly basis
	Introduce permanent FT membership displays at both hospitals to include banner stands, membership forms, information leaflets, copies of current newsletter, feedback facility.	Displays to be in place by November 2012 To commence September 2012
	Introduce weekly blogs - With Communications Manager, introduce 3-5 blogs from staff, members, patients each week.	
	Introduce daily Twitter activity - Attend social network training (being arranged by Communications Manager) and introduce daily Tweets	To be arranged
<b>Communicating with members</b>	Use members mobile telephone numbers to communicate information. Mobile phone numbers will be requested on the membership form. An article in the FT membership newsletter will provide details.	August 2012/September 2012
	Promote email communicate with members by requesting email contact details. This will improve communication with members and reduce costs.	Ongoing
	Also include requests for email addresses and mobile phone numbers in Members Questionnaire 2012	To be sent out in Summer 2012 FT newsletter
<b>Informing members</b>	Continue with Behind the Scenes Tours at each site on quarterly basis - Current locations (radiology, catering and biochemistry) have been visited for 18 months. Review locations and introduce new Tour.	Ongoing
	Trial evening tours September (H&S tour) and October (Lingen Davies Cancer Centre)	Sept/Oct
	Continue with lecture series - Re-brand and advertise as Medicine for Members. Plan one lecture each month (current plans in place from September -December 2012).	<b>Completed</b> September – December
	Increase members attendance at AGM - Invite all FT members to attend the Trust AGM and promote the AGM in the members newsletter and at events.	<b>Completed</b> May / June 2012.
	When minutes and reports are loaded onto website, add a link on the FT membership page to alert members.	To commence in September 2012

Aim	Action	Time scale
<b>Member's feedback and involvement</b>	FT membership team to have PALS information available at recruitment events. The FT membership team to ensure that comments from the public and members are fed back to the appropriate individuals within the Trust.	Ongoing
	Provide opportunities for members to get involved in focus groups – working in partnership with the Patient Experience team to identify opportunities	Ongoing
	Undertake a survey of members to gain their opinion on how the Trust can best communicate and engage with members.	To be sent out in Summer 2012 FT newsletter