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:

<table>
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<tr>
<th>Build a larger, more diverse, membership</th>
<th>Action</th>
<th>Time scale</th>
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| Improve FT membership promotional materials | Develop a selection of recruitment materials:  
  - Updated membership form  
  - Banner stands  
  - Promotional products  
  - Streamlined Membership leaflet | Completed June 2012 |

| Increase the number of public members | 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  
  - Completed July 2012  
  - Completed May 2012 |
| Recruitment of Young people (14-25 year olds) | Make links with schools, colleges and youth setting to encourage young people’s engagement with the Trust.  
Increase engagement opportunities for schools – including events at the hospital and within school/college setting  
Write to 50+ youth organisations offering visits / talks and enclosing a number of membership application forms.  
Write to all volunteers aged between 16 and 25, enclosing membership application forms  
Link with the Youth Councils in Shropshire, Telford and Powys  
Develop Young Volunteer Scheme. | Ongoing  
Completed May 2012  
Completed September 2012  
March 2013 |
|---|---|---|
| Recruit new members from hard to reach communities | Link up with County Councils to develop a partnership with mobile library services to access rural communities.  
Link with Development Workers to build links with BME groups  
Offer visits and talks to faith groups, older peoples groups, groups for adults with disabilities, carers groups, LGBT groups etc.  
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  
‘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  
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) | September 2012  
Completed October 2012  
Completed May 2012  
Ongoing August 2012 |
### Ensure an informed membership

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<th>Aim</th>
<th>Action</th>
<th>Time scale</th>
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<tbody>
<tr>
<td><strong>Improve member information</strong></td>
<td>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.</td>
<td>On a quarterly basis</td>
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<td>Introduce permanent FT membership displays at both hospitals to include banner stands, membership forms, information leaflets, copies of current newsletter, feedback facility.</td>
<td>Displays to be in place by November 2012</td>
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<td>Introduce weekly blogs - With Communications Manager, introduce 3-5 blogs form staff, members, patients each week.</td>
<td>To commence September 2012</td>
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<td>Introduce daily Twitter activity - Attend social network training (being arranged by Communications Manager) and introduce daily Tweets.</td>
<td>To be arranged</td>
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<td><strong>Communicating with members</strong></td>
<td>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.</td>
<td>August 2012/September 2012</td>
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<td>Promote email communicate with members by requesting email contact details. This will improve communication with members and reduce costs.</td>
<td>Ongoing</td>
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<td>Also include requests for email addresses and mobile phone numbers in Members Questionnaire 2012</td>
<td>To be sent out in Summer 2012 FT newsletter</td>
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<td><strong>Informing members</strong></td>
<td>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.</td>
<td>Ongoing</td>
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<td>Trial evening tours September (H&amp;S tour) and October (Lingen Davies Cancer Centre)</td>
<td>Sept/Oct</td>
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<td>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).</td>
<td>Completed September – December</td>
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<td>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.</td>
<td>Completed May / June 2012.</td>
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<td>When minutes and reports are loaded onto website, add a link on the FT membership page to alert members.</td>
<td>To commence in September 2012</td>
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<td>Member’s feedback and involvement</td>
<td>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 feedback to the appropriate individuals within the Trust. Provide opportunities for members to get involved in focus groups – working in partnership with the Patient Experience team to identify opportunities Undertake a survey of members to gain their opinion on how the Trust can best communicate and engage with members.</td>
<td>Ongoing Ongoing To be sent out in Summer 2012 FT newsletter</td>
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