



Sussex Community
NHS Foundation Trust

Membership Engagement Strategy and Plan 2023-26

Our vision for engaging with members and the public



*Excellent care at the
heart of the community*

Version Control

Record of Changes		
Date	Version	Changes
April 2020	V1	Creation of new strategy and plan
23 April 2020	V1.1	Initial comments and feedback for Trust Chair, Trust Secretary and Head of Communications and Engagement
11 May	V1.1	Draft version sent to Council of Governors (CoG) for comment and feedback
16 June 2020	V1.2	Draft version sent to Chief Executive. Agreed to be taken to Executive Committee on 13 July 2020 for wider Executive input
17 June 2020	V1.2	Comments and feedback from CoG reviewed. Amended version sent to CoG for approval
17 June 2020	V1.2	Completed Equalities Impact Assessment Form. Sent to the Trust's Inclusion and Diversity Team
24 June 2020	V1.2	Approved by CoG at its meeting on 24 June 2020
13 July 2020	V1.2	Discussion and approval at Executive Committee – final amends/improvements made
30 July 2020	V1.3	Ratified by Trust Board
May 2023	V2	Creation of refreshed 2023-26 strategy and plan developed by the Deputy Trust Secretary and Trust Secretary.
1 June 2023	V2.1	Refreshed Membership Engagement Strategy and Plan 2023-26 taken to 24 May 2023 Membership Engagement Group. Feedback/comments from Governors, Deputy Trust Secretary, Trust Secretary and the Head of Communications and Engagement reflected in the updated version.
21 June 2023	V2.1	Refreshed Membership Engagement Strategy and Plan 2023-26 taken to CoG meeting for comments.
12 July 2023	V2.2	Refreshed Membership Engagement Strategy and Plan 2023-26 taken to Executive Management Group meeting for comment/final amends.
27 July 2023	V2.3	Refreshed Membership Engagement Strategy and Plan 2023-26 taken to Trust Board meeting for approval/final amends.

Accessibility Statement

This information can be made available in alternative formats, such as easy read or large print, and may be available in alternative languages, upon request.

Please email SC-TR.SCTMembership@nhs.net or call 01273 696011 ext. 1520 to speak with our membership team.

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Overview: Why membership matters

This strategy sets out our vision for engaging with our Foundation Trust members and the communities we serve. Their involvement is important in helping us to achieve our vision of providing excellent care at the heart of the community.

As an NHS Foundation Trust we are accountable to our patients and the public. Our members have a key role in the Trust's governance; they elect representatives to sit on our Council of Governors, which in turn appoints the Chair and other Non-Executive Directors to the Board of Directors, and oversees the performance of the Board.

Members are our staff, our patients and members of the public. We believe that involving our members, patients and the public in decisions about services is an integral part of meeting the needs of the communities we serve. Membership helps give those communities a voice in the running of the Trust and shaping our plans for the future.

Over the next three years we will continue to focus on recruiting public members from people who have received care from us including their carers, families and volunteers and those who have actively provided feedback to the Trust. This Membership Engagement Strategy builds on the previous three-year strategy and sets out the ways in which we will engage with members and the public, listen to their views and act upon them. Members and the public will have opportunities to participate in member and Trust engagement activities and, through their Governors, will have a direct voice to the Trust Board.

Our vision is to develop an actively engaged and vibrant membership. Over the next three years, we want to make a fundamental step change in how we engage and involve our members and the public, building a more active membership and giving members a voice in shaping how the Sussex Community NHS Foundation Trust develops. This strategy outlines the measures we will put in place during 2023-26 to achieve that vision, supported by an action plan.

In summary this strategy sets out how we will:

1. Improve member engagement.
2. Develop an inclusive membership that is representative of the communities we serve.
3. Increase the number of members.

We have developed this strategy based on national good practice from other Foundation Trusts and following statutory and regulatory requirements, reflecting updates within the 2022 Code of Governance for NHS provider trusts. The development of the strategy has been led by our Council of Governors and feedback is welcomed from members and the public.

If you have any questions, have any feedback or would like to join as a member please get in touch:

- Call **01273 696011** ext. **3115**

- Email SC-TR.SCTMembership@nhs.net
- Join online <http://bit.ly/scftmembers>
- Online feedback form bit.ly/3KZH0OL

Our membership community

Our members are our staff, our patients and people from across the diverse communities we serve across Sussex.

Who can be a member?

Public members

As the largest provider of community health and care services across Sussex, covering a population of around 1.3 million, those who receive care, have an interest in or have another connection to the Trust, are encouraged to become a member.

No special skills or experience are required. It is free and open to anyone aged 12 years+. Our public members include patients, carers, volunteers and all other members of the public who wish to become involved.

They come from our geographical constituencies for the purposes of electing Governors including: Adur, Arun, Brighton and Hove, Chichester, Crawley, High Weald Lewes and Havens, Horsham, Mid Sussex and Worthing.

We currently have 5,500 public members.

Staff members

Our 5,500 staff are also members of the Trust.

Any member of staff employed by the Trust on a permanent contract or fixed term contract of 12 months or longer automatically become a member.

Colleagues who work through the Trust Bank (Staff Direct) who are not on a permanent or fixed term contract are encouraged to join as a public member.

Staff are encouraged to support members of their family and friends to join as public members.

Why become a member?

The NHS touches everyone's lives. The core benefit of becoming a member is to have a regular voice – to shape the way services are provided, contribute to the future direction of the organisation, and ensure the Trust is responsive to the needs of the people and communities it serves.

Alongside this, membership provides opportunities to:

- Show support for the Trust and the local NHS.
- Learn more about how the NHS works.
- Get an informed perspective of the Trust.
- Receive latest information at an early stage.
- Get involved in engagement opportunities.
- Receive the Trust's Membership Newsletter.

In general terms, the benefits of membership include:

- Voting for representatives on the Council of Governors and standing for election to the Council of Governors (for those aged 16 years+).
- Opportunities to contact and provide feedback via the Trust's online and print feedback form, to your local Governor and, through them, to the Trust Board.
- Taking part in surveys and consultations including the redevelopment of the Brighton General Community Health Hub.
- Participating in patient involvement initiatives.
- Access to NHS Discounts Scheme.

Representing the interests of members

Members' views and opinions are heard through the Council of Governors. Its role is to represent the interests of members and the public and to hold the Non-Executive Directors to account for the performance of the Board.

The Council of Governors is made up of 15 elected public Governors, five elected staff Governors, four Governors appointed by local stakeholder organisations and four Governors representing children and young people and volunteers appointed by the Trust.

In 2019 the Board of Directors and Council of Governors agreed to increase the number of Governors from 22 to 28. Extra seats were added in the public constituencies of Arun, Chichester, High Weald Lewes Havens and Horsham and the new cohort of Trust appointed Governors was introduced to increase the voices of children and young people and volunteers.

All public members aged 16+ are allowed to stand as a Governor or vote for a Governor.

All staff members are able to stand as a Governor or vote for a Governor within their staff constituency.

Further details of the composition of the Council of Governors is set out in Appendix 1.

The Council of Governors is responsible for:

- Representing the interests of members and the public.
- Appointing the Chair and other Non-Executive Directors, and holding them to account for the performance of the Board.
- Approving the appointment of the Chief Executive by the Non-Executive Directors.
- Receiving the Trust's Annual Report and Accounts.
- Appointing the Trust's external auditors.
- Give views on the Trust's forward plans.
- To represent the interests of members and the public as a whole to the Board.

- Approve (jointly with the Board of Directors) any amendments to the Trust's Constitution.

The Trust is committed to continuing to develop and support Governors to enable them to carry out their statutory duties and contribute fully to the work of the Council of Governors.

Governors attend a comprehensive induction, participate in bespoke development days and attend national NHS Providers development sessions. They are also supported to share learning and best practice with other Foundation Trust Governors across Sussex.

Our Governors have the opportunity to observe our Board meetings, and from June 2023 will receive reports from the Non-Executive Directors at Council of Governor meetings to support them with their statutory duty to hold the Non-Executives to account for the performance of the Board.

Our Governors act as ambassadors for the Trust. They help to share positive messages about the Trust and the local Sussex health and care system. They listen to, record and share feedback from members and the public. Relevant feedback will be responded to by the Trust or the appropriate organisation.

Our membership objectives 2023-26

Sussex Community has been an NHS Foundation Trust since 1 April 2016 and we have a combined public and staff membership of around 11,000 members.

Our vision is to build on our engagement with our members and public in order to create an active, vibrant and inclusive membership community. One that is representative of the diverse populations we serve and of the staff who work here, and one which has a real voice in shaping the future of the Trust and the services it provides.

To achieve this vision, our strategy for 2023-26 sets out three overarching objectives:

- To improve the quality of engagement and communication with members and the public.
- To continue to work towards a membership that is representative of the diverse communities the Trust serves.
- To maintain and where possible increase the overall size of the Trust's membership.

Objective 1: To improve the quality of mutual engagement and communication with members and the public

Foundation Trusts are based on the principle of local accountability and an active, engaged and inclusive membership helps to anchor the Trust in its local community.

The value of membership is not solely in the numbers of people who have joined, but in the quality of our engagement with members. While we welcome the largest and most diverse membership possible, we recognise that it is more beneficial to build a more engaged, active and inclusive membership than a larger but passive one.

Enhancing the quality of our engagement with our members and public is therefore at the heart of this strategy and will be the overriding focus of our efforts.

We want to create real two-way engagement between the Trust and its members and the public to provide meaningful opportunities to engage in issues affecting the future of the Trust and the local Sussex health and care system, for example service changes, strategy development and quality improvement.

Members and the public should feel involved in the organisation, and supported to add value to the Trust.

By 2026, we want to have embedded a step change in how we engage with our members and the public, and to strengthen working relationships between members, Governors and Trust management.

To achieve this we will:

Promote the work of the Trust’s Governors, as representatives of our members.

We will promote new ways for members and the public to get in touch with Governors to make it easier for them to raise issues and get feedback. We will develop new ways of highlighting and following up on the issues Governors have raised on members’ and the public’s behalf.

Develop new opportunities for members and the public to express their views.

We will develop new ways for members to engage, for example through participation in focus groups, surveys and a new online feedback form.

Further promote the different levels of member involvement developed in 2019 so members can choose how involved they want to be.

All our members are equal but we recognise that some may wish to be more involved. So we will continue to ask members to indicate the type of involvement they want to have:

Membership Type	Level of Involvement
Tier 1: Informed	<ul style="list-style-type: none"> • Receive regular newsletter and updates. • Receive regular communications. • Receive an invitation to the Annual Members' Meeting. • Opportunities to provide feedback. • Invitation to stand for election as a Governor.
Tier 2: Involved (plus be informed)	<ul style="list-style-type: none"> • Participate in surveys, questionnaires, consultations. • Participate in focus/discussion/advisory groups. • Be involved in volunteering for the Trust.
Tier 3: Take a Lead (plus be informed and involved)	<ul style="list-style-type: none"> • Encourage new members to join the Trust. • Invitation to stand for election as a Governor to represent the views of your constituency, raising views on behalf of members. • Collect and feedback the views of your constituency. • Opportunity to attend formal meetings of the Council of Governors.

Through these different levels of membership, we are able to target our communications to meet members' own preferences.

Members will of course be free to change their level of involvement at any stage should their preference or circumstances change.

Refresh our existing communication channels with members and our approach to membership communication and engagement.

We will look afresh at how we communicate and engage with our members in order to provide the information that members want in an accessible way.

We will use a range of different media (including digital) to target different groups; create an ongoing dialogue with members and the public; provide opportunities for information sharing, discussion and feedback from members and the public; and celebrate Trust achievements so that members and the public can share in this success. We will launch a refreshed and engaging quarterly newsletter from summer 2023.

Improve our programme of engagement events.

We will introduce engagement events across the constituencies of the Trust, led by the Trust's Governors so that members and the public have a wider range of opportunities to engage with the Trust in their areas, and engage directly with their elected Governors. There will also be increased opportunities to speak with members of the Trust Board fostering more open engagement.

We will also regularly review and participate at relevant, organised community events where the Trust will have a presence at. We will collaborate with engagement teams across the Sussex Integrated Care System (ICS) to maximise opportunities for our governors to meet with the public and our members face to face, to provide feedback and encourage membership.

Governors are encouraged to join their local GP Patient Participation Group to share information about membership and the Trust, and to capture feedback and report this back to the Board.

Objective 2: To continue to work towards a membership that is representative of the communities the Trust serves

The Trust serves communities across Sussex and beyond and we want to be relevant and accessible to all sections of the population.

We will regularly analyse our membership to make sure we understand its composition and take steps to ensure, as far as possible, it is inclusive and representative of the people we serve.

We want to ensure that the Trust's membership reflects the diversity of our local communities. Where some groups are less well represented we will try new ways of engaging with them.

We are keen to support more young people and people of Black, Asian, and minority ethnicity to become members if they wish.

To achieve this we will:

Analyse our membership on a regular basis.

This will help us understand any changes in demographics across our local communities and identify any groups that are under-represented.

Develop targeted campaigns to recruit members from any groups which are under-represented, including young people and people of Black, Asian, and minority ethnicity in our communities.

We will work with our volunteers and partner organisations to explore and develop new ways of promoting membership to those who may not have considered becoming a member, to help build inclusivity.

Objective 3: To maintain and where possible increase the overall size of the membership of the Trust

The value of membership lies in the quality of engagement not solely in the numbers. At the same time, we welcome a large and active membership community and recognise that the membership of the Trust needs to be large enough to be credible.

While our priority is to focus on the quality of our engagement, we must continue to invest in recruitment of new public members to offset the natural attrition in membership levels in any given year.

Where possible, we would also like to increase our membership so that we engage the public and our communities in our work.

To achieve this we will:

Continue to simplify the process for becoming a member.

We will make the process of applying more accessible based on member and public feedback. In 2019 we introduced a shorter and more accessible membership application form available both online and in print.

Continue to refresh the membership and Council of Governors pages on the Trust's website.

We will continue to make our webpages more engaging and will regularly review and enhance the content to make them more informative, engaging and visually appealing, with downloadable newsletters, short videos and updated event details.

This will include making it clearer to the public and members about how they can get involved, get in touch and provide feedback to our Governors.

Articulate more clearly the benefits of membership.

We will redefine how we articulate the benefits of membership, and promote this effectively – so making membership and its value a more attractive proposition to potential members and the public.

Refresh our membership recruitment material.

We will review our recruitment material to make this more impactful and engaging. This will include developing new membership posters and other physical and online materials (including pop-up banners and QR codes) to assist Governors in capturing feedback from the public and recruiting new members.

Work more innovatively with our partners to promote membership.

Our partner organisations have valuable networks with patients and the public. We want to work with them collaboratively to encourage those who have not previously considered becoming a member of the Trust to do so and to play an active role.

Maintain an accurate membership database.

Our records need to be up-to-date and meet regulatory requirements. We rely on our membership database to identify which groups may be under-represented and to identify trends in membership. This database can help us target recruitment initiatives to best effect.

Delivering the strategy and evaluating impact

As an organisation committed to learning, we recognise the importance of measuring this strategy's impact and evaluating its success.

Implementation

We have developed an action plan which sets out the practical steps we will take in each year to implement the strategy so that it is clear how we will put our plans into action.

The action plan is set out as appendix 2 to this strategy. It will evolve and develop as the strategy is implemented. But, in summary, we envisage a phased approach over three years to fully implement the strategy, with the first year focused on laying the essential groundwork and years two and three focusing on embedding engagement.

The Trust is committed to ensuring that this strategy is supported with appropriate resources.

Evaluating success

The Council of Governors is ultimately responsible for the delivery of this strategy and it will be supported in this by the Membership Engagement Group, which will undertake the detailed monitoring of implementation and will report regularly to the Council on this.

The principal ways in which we will assess the success of the strategy will include:

Analysing engagement and involvement.

We also need to understand the extent to which our efforts in promoting a more active and engaged public and membership have been successful.

To do this we will undertake a regular analysis of the readership of the Trust's membership newsletter online, monitor attendance at engagement events, analyse and monitor feedback and responses issued to the public and members, and undertake a regular survey of all members to assess their views

Analysing the profile of the Trust's membership.

We will conduct this analysis twice a year and look in depth at the profile of the Trust's public membership and identify any under-represented groups.

This will help us to understand whether our targeted recruitment campaigns have been successful and whether we are succeeding in maintaining the size but improve diversity of our membership.

The results will be presented to the Council of Governors.

Analysing impact.

We want to understand and evaluate the impact public and members feedback has had on Trust's services. Regular surveys available to the public and members will assist with capturing feedback as well as attendance at community events.

We are committed to compiling evidence to demonstrate what has changed within the Trust as a result of public and members' views and activities.

The Membership Engagement Group will directly oversee the Trust's efforts to engage with the public and its members. It will receive regular updates on the delivery of the strategy and will report on this to the Council of Governors.

This Membership Engagement Strategy and Plan 2023-26 also supports the organisation in delivering its Trust's Strategy 2022-26 and its five strategic goals:

- **A great place to work** – attract new colleagues, opportunities for learning and development, wellbeing prioritised and a sense of belonging.
- **Reducing service inequities** – work with partners to change the way services are designed and delivered to ensure more equitable access to support improved outcomes and experiences.
- **Continuously improve** – colleagues will be able to show how they have made a demonstrable difference to patients through continuous learning, accelerating improvement and sharing what works.
- **Digital leader** – continuously demonstrate growing digital capability to enable and enhance the care provided to patients in every service.
- **Sustainability** – resources used sustainably to deliver the best value outcomes for patients, reducing the environmental impact and sustainably develop services to better serve local communities and colleagues.

This Membership Engagement Strategy and Plan 2023-26 and will also support the Trust's Engagement Strategy and the Patient Engagement and Involvement Strategy which are due to launch.

Appendix 1: Composition of the Council of Governors by constituency

Public constituencies	Number of Governors
Adur	1
Arun	2
Brighton and Hove	3
Chichester	2
Crawley	1
High Weald Lewes Havens	2
Horsham	2
Mid Sussex	1
Worthing	1
Total	15

Staff constituencies	Number of Governors
Allied Health Professionals	1
Doctors and Dentists	1
Nurses and Healthcare Assistants	2
Support Staff	1
Total	5

Appointed stakeholder organisations and groups	Number of Governors
Brighton and Hove City Council	1
NHS Sussex Integrated Care System	1
University of Brighton	1
West Sussex County Council	1
Children and Young People	2
Volunteers	2
Total	8

The Council of Governors is made up of 28 Governors.

Appendix 2: Sussex Community’s Membership Strategy and Action Plan

Overarching objective	Supporting aims	What we will do to deliver the objective		
		Year 1	Year 2	Year 3
Objective 1: To improve the quality of mutual engagement and communication with members and the public	Promote the work of the Trust’s Governors, as representatives of our members and the public	<ul style="list-style-type: none"> Promote membership and governor email addresses for members/the public to submit questions to raise with Governors. Promote this on the membership and Council of Governors webpage, membership newsletter and via occasional social media Launch new online feedback form in addition to paper-based form for the public and members. Ensure timely feedback. Quarterly reporting to Council of Governors meetings. Include a regular section focusing on the work of Governors in membership newsletter Include profiles/interviews of Governors in 	<ul style="list-style-type: none"> Publish first annual membership report which showcases the work of Governors, feedback from the public and members and Trust responses and areas of development/improvement Run second survey to test/record understanding of membership awareness of Governors Develop short videos of Governors for the Trust website, talking about their work, encouraging feedback, sharing examples where feedback has led to a development/improvement and to encourage people to become a member 	<ul style="list-style-type: none"> Publish second annual membership report which showcases the work of Governors Run third survey to test/record understanding of membership awareness of Governors <p>Develop short videos of Governors for the Trust website, talking about their work, encouraging feedback, sharing examples where feedback has led to a development/improvement and to encourage people to become a member</p>

		<p>membership newsletter and online</p> <ul style="list-style-type: none"> • Develop promotional material including new pop-up banners and specific Staff Governor poster to promote the role and work of Governors. By Summer 2023 • Look to introduce public and member health talks led by clinical staff • Governor participation at Trust, Sussex-wide and local constituency events • Develop a model for Governor communication and engagement with constituency members • Run first survey to test/record understanding of membership awareness of Governors 		
	Develop new opportunities for members and the public to express their views	<ul style="list-style-type: none"> • Launch and continued promotion of online and print feedback forms. • Council of Governors to receive report at each meeting on issues raised by members and the public 	<ul style="list-style-type: none"> • Publish first annual membership report which showcases work on how the Trust has responded to issues raised by members and the public 	<ul style="list-style-type: none"> • Publish second annual membership report which showcases work on how the Trust has responded to issues raised by members and the public

		and actions being taken in response.		
	Further promote the different levels of member involvement developed in 2019 so members can choose how involved they want to be	<ul style="list-style-type: none"> • Contact existing members who joined prior to 2019 to confirm their level of member involvement – Level 1, 2 or 3 and capture email address if possible • Ensure key Trust sites have ample supply of membership forms • Clear narrative on the different levels of engagement to support the public to select their preference and when communicating to existing members when reviewing their existing preference (part of membership database updates/cleanse) 	<ul style="list-style-type: none"> • Through annual membership survey seek feedback from members that they are being involved and engaged with on the issues they care about • Use new membership levels/segmentation to target members for participation in surveys, workshops and focus groups • Monitor changes in each membership type as a proxy for measuring levels of active engagement 	<ul style="list-style-type: none"> • Through annual membership survey seek feedback from members that they are being involved and engaged with on the issues they care about • Use new membership levels/segmentation to target members for participation in surveys, workshops and focus groups • Monitor changes in each membership type as a proxy for measuring levels of active engagement
	Refresh our existing communication channels with members and the public and our approach to membership communication	<ul style="list-style-type: none"> • Launch refreshed membership newsletter from summer 2023 in collaboration with the Trust’s Communication and Engagement team with focus on new engagement and feedback opportunities across the Trust 	<ul style="list-style-type: none"> • Analyse which issues and stories have been read the most in the membership newsletter • Develop options for the print and distribution of hard copies of the newsletter for staff, patients and the public 	<ul style="list-style-type: none"> • Launch third membership survey and reflect on learning from this in activities to be delivered in the final year of the strategy and in the planning of the new Membership Engagement Strategy from 2026

	and engagement	<ul style="list-style-type: none"> • Ensure the online version of the membership newsletter is shared with staff via the corporate communication channels managed by the Trust's Communication and Engagement team • Ensure membership and Council of Governors webpages are regularly updated, accessible and informative 	<ul style="list-style-type: none"> • Launch second membership survey and update Membership Engagement Strategy Plan to reflect feedback from the survey 	
	Improve our programme of engagement events	<ul style="list-style-type: none"> • Develop plans via the Membership Engagement Group for Governors to attend health and community events to support awareness raising of the Trust, to obtain feedback from the public and encourage people to join as a member. • Seek to increase member turnout at Annual Members' Meeting in person and online • Seek opportunities to exhibit at Trust and ICS events e.g. NHS 75th Birthday. 	<ul style="list-style-type: none"> • Build an annual plan of events following evaluation from attendance in Year 1. • Introduce updated member health talks with broader health topics/topical health issues, with support from clinical colleagues • Seek to increase member turnout at Annual Members' Meeting in person and online by 10% based on 2023 attendance figure 	<ul style="list-style-type: none"> • Seek to increase member turnout at Annual Members' Meeting in person and online by 20% based on 2023 attendance figure

		<ul style="list-style-type: none"> Continue with Staff Governor drop-in sessions for staff members to share feedback. 		
Overarching objective	Supporting aims	What we will do to deliver the objective		
		Year 1	Year 2	Year 3
Objective 2: To continue to work towards a membership that is representative of the communities the Trust serves	Analyse our membership on a regular basis	<ul style="list-style-type: none"> Ongoing monitoring of membership database 	<ul style="list-style-type: none"> As per year 1 	<ul style="list-style-type: none"> As per year 1
	Develop targeted campaigns to recruit members from any groups which are under-represented	<ul style="list-style-type: none"> Develop proposals for engaging with groups that are less well represented within the Trust's membership 	<ul style="list-style-type: none"> Subject to learning from year 1 activities, roll out comprehensive plans for engaging with groups that are less well represented within the Trust's membership 	<ul style="list-style-type: none"> Use membership database to track changes in the composition of the Trust's membership within these groups
	Promote membership opportunities to younger people and people of Black, Asian, and minority ethnicity in our communities	<ul style="list-style-type: none"> Develop proposals for engaging with young people and people who are Black, Asian and minority ethnic Use experience and skills of Children and Young People Governors to engage with relevant groups Introduce membership recruitment and feedback stand at local universities and college freshers' fair who deliver health and care courses 	<ul style="list-style-type: none"> Subject to learning from year 1 activities, roll out comprehensive plans for engaging with young people and people who are Black, Asian and minority ethnic 	<ul style="list-style-type: none"> Use membership database to track changes in the composition of the Trust's membership within these groups

		<ul style="list-style-type: none"> • Pilot engagement opportunities in schools and colleges • Identify Black, Asian and minority ethnic groups to engage with and link in with Trust's staff BAME Network 		
Overarching objective	Supporting aims	What we will do to deliver the objective		
		Year 1	Year 2	Year 3
Objective 3: To maintain and where possible increase the overall size of the membership of the Trust	Continue to simplify the process for becoming a member	<ul style="list-style-type: none"> • Review processes to simplify how people can join as a member (online and in print) 		
	Continue to refresh the membership and Council of Governors pages on the Trust's website	<ul style="list-style-type: none"> • Refresh and update webpages. Make sure all Governors have a personal profile online 	<ul style="list-style-type: none"> • Keep content of webpages up-to-date with new content • Make improvements based on feedback from membership survey 	<ul style="list-style-type: none"> • As per year 2
	Articulate more clearly the benefits of membership	<ul style="list-style-type: none"> • Define clear articulation of the benefits of being a member of the Trust and ensure Governors are supported to articulate these benefits to potential members at Meet Your Governor events face-to-face and via MS Teams. 	<ul style="list-style-type: none"> • Publish first annual membership report which showcases work on how the Trust has responded to issues raised by members 	<ul style="list-style-type: none"> • Publish second annual membership report which showcases work on how the Trust has responded to issues raised by members

	Refresh our membership recruitment material	<ul style="list-style-type: none"> • Undertake a review of existing membership recruitment and engagement material • Develop new material (e.g. posters and pop-up banners) • Develop membership recruitment letter/email for: Staff Direct (Trust Bank) colleagues; staff leaving the Trust; letter through payroll encouraging staff to recruit new members (family and friend) • Possible online prompt opportunity for patients to join as a member when accessing their online health record 	<ul style="list-style-type: none"> • Review impact of materials through feedback from members via the membership survey and engagement events. Refresh this where appropriate 	<ul style="list-style-type: none"> • As per year 2
	Work more innovatively with our partners to promote membership	<ul style="list-style-type: none"> • Identify a range of key partners to work with and explore opportunities for joint work to help recruit new members • Work with established forums e.g. Patient Participation Groups, Friends and community groups to promote membership and 	<ul style="list-style-type: none"> • Begin joint campaign with partner groups to recruit new members, particularly focused on increasing members from under-represented and hard-to-reach groups 	<ul style="list-style-type: none"> • Evaluate joint working with partner groups and identify further opportunities for engagement and recruitment of members

		engagement		
	Maintain an accurate membership database	<ul style="list-style-type: none"> • Maintain external support with membership database supplier to manage the Trust's membership database and Governor election process • Provide regular reports to the Governor Strategy Group on key trends and developments in membership numbers and patterns 	<ul style="list-style-type: none"> • As per year 1 	<ul style="list-style-type: none"> • As per year 1

How to keep in touch or to provide feedback

There are many ways you can stay in touch with us, keep up-to-date with how our strategy is progressing or if you would like to provide us with your feedback.

If you would like to become a member of Sussex Community, have a question or would like to provide your feedback please contact us:

Online: <http://bit.ly/scftmembers>

Email: SC-TR.SCTMembership@nhs.net

Call: **01273 696011** ext. **1520**

Online feedback form: bit.ly/3KZH0OL

You can find us on:

Twitter **@nhs_sct**

Facebook **@sussexcommunitynhs**

Instagram **@sussexcommunitynhs**