



**Sussex Community**  
NHS Foundation Trust

# Membership Engagement Strategy and Plan 2020-23

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	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	V1.2	Comments and feedback from CoG reviewed. Amended version sent to CoG for approval
17 June	V1.2	Completed Equalities Impact Assessment Form. Sent to the Trust's Inclusion and Diversity Team
24 June	V1.2	Approved by CoG at its meeting on 24 June 2020
13 July	V1.2	Discussion and approval at Executive Committee – final amends/improvements made
30 July	V1.3	Ratified by Trust Board

## 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](mailto:SC-TR.SCTMembership@nhs.net) or call 01273 696011 ext. 1520 to speak with our membership team.

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# Foreword: Our new strategy at a glance

We want to create a more vibrant and diverse membership community, and one which has a real voice in shaping the future of the Trust and the services we provide.

As a result, we have launched a new membership strategy that sets out our ambition to improve how we attract members, how we keep them informed and engaged, and increase opportunities to become more involved in the Trust. Below is a summary of what we plan to achieve and how.

Our new membership strategy has three aims. These are:

## **1) To improve the way we engage with our members**

To achieve this we will:

- Promote the work of the Trust's governors, as representatives of our members.
- Develop new opportunities for members to express their views and get involved in service changes, events and improvement projects.
- Promote the different levels of member involvement so members can choose how involved they want to be.
- Refresh the channels we use to engage and communicate with members.

## **2) To continue to work towards a membership that is representative of our diverse communities**

To achieve this we will:

- Analyse our membership on a regular basis.
- Develop targeted campaigns to recruit members from any group which is underrepresented.
- Promote membership opportunities to all, including underrepresented groups including but not exclusive to, younger people and people of Black, Asian, and minority ethnicity in our communities.

## **3) To maintain a credible level of Trust membership, in particular to promote the involvement of all sections of the community**

To achieve this we will:

- Simplify the process for becoming a member.
- Articulate more clearly the benefits of membership and that it's free to join.
- Refresh our membership recruitment material.
- Regularly refresh membership and Council of Governors information on the Trust's website.
- Work more innovatively with our partners to promote membership.
- Maintain an accurate membership database.

# 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. This Membership Engagement Strategy sets out the ways in which we will engage with members, listen to their views and act upon them. Members will have opportunities to participate in member 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, 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 2020-23 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. Maintain a credible number of members.

We have developed this strategy based on national good practice from other Foundation Trusts and following statutory and regulatory requirements. 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. **1520**
- Email [SC-TR.SCTMembership@nhs.net](mailto:SC-TR.SCTMembership@nhs.net)
- Join online <http://bit.ly/scftmembers>

# 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 5,000 public members.

### *Staff members*

Our 5,000 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.

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 to your local Governor and, through them, to the Trust Board.
- Taking part in surveys and consultations to aid service improvements.
- 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 role 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 actively involved in the Sussex Governors Network to share learning and best practice with other Foundation Trust Governors across Sussex.

Our Governors attend our Board meetings and Committees of the Board as observers, giving them broader access than in many other Foundation Trusts that allows access to assess the work of the Non-Executive Directors.

## **Our membership objectives 2020-23**

Sussex Community has been an NHS Foundation Trust since 1 April 2016 and we have a combined public and staff membership of around 10,000 members.

Our vision is to build on our engagement with our members in order to create an active and vibrant 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 2020-23 sets out three overarching objectives:

- To improve the quality of engagement and communication with members.
- To continue to work towards a membership that is representative of the diverse communities the Trust serves.
- To maintain a credible level of Trust membership, in particular to promote the involvement of all sections of the community.

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

Foundation Trusts are based on the principle of local accountability and an active and engaged 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 and active membership than a larger but passive one.

Enhancing the quality of our engagement with our members 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 provide meaningful opportunities for members to engage in issues affecting the future of the Trust, for example service changes, strategy development and quality improvement.

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

By 2023, we want to have embedded a step change in how we engage with our members 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 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' behalf.

**Develop new opportunities for members to express their views.**

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

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

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; provide opportunities for information sharing, discussion and feedback from members; and celebrate Trust achievements so that members can share in this success.

### **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 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 in organised community events where the Trust will have a presence at, across all sections of the community, including those organised by the Sussex integrated care system.

Governors are encouraged to join their local GP Patient Participation Group to share information about membership and the Trust, and to capture feedback across all sections of the community 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 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.**

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.

#### **Promote membership opportunities to younger people and people of Black, Asian, and minority ethnicity in our communities.**

We will work with our partner organisations to encourage membership from young people and people of Black, Asian, and minority ethnicity who use our services and across our communities. We will also link in with the Trust's Black, Asian, and Minority Ethnic (BAME) staff network.

### **Objective 3: To maintain a credible level of Trust membership, in particular to promote the involvement of all sections of the community**

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 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 and updated event details.

This will include making it clearer to public and staff members about how they can get in touch with 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.

#### **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) to assist Governors in 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 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 success

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 Governor Strategy 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 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 and diversity of our membership.

The results will be presented to the Governor Strategy Group.

#### **Analysing involvement.**

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

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

#### **Analysing impact.**

We want to understand and evaluate the impact of the membership on the Trust's services. Regular surveys of members will assist with this.

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

The Governor Strategy Group will directly oversee the Trust's efforts to engage with all of its members. It will receive updates at each meeting on the delivery of the strategy and will report on this to the Council of Governors. The aim is to deliver the strategy in 2023-24.

This Membership Engagement Strategy and Plan 2020-23 also supports the organisation in delivering its Trust's Strategy 2019-22 and its five strategic goals:

- **Patient experience** – use patient feedback to improve what we do.
- **Population health** – improve health and care outcomes for our communities.
- **Quality improvement** – foster a continuous improvement culture.
- **Thriving staff** – provide rewarding working lives and careers.
- **Value and sustainability** – improve efficiency and reduce waste.

This Membership Engagement Strategy and Plan 2020-23 and will support the Trust's Patient Engagement and Involvement Strategy which is 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
<b>Total</b>	<b>15</b>

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

Appointed stakeholder organisations and groups	Number of Governors
Brighton and Hove City Council	1
NHS Clinical Commissioning Groups	1
University of Brighton	1
West Sussex County Council	1
Children and Young People	2
Volunteers	2
<b>Total</b>	<b>8</b>

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
<b>Objective 1: To improve the quality of mutual engagement and communication with members</b>	Promote the work of the Trust’s Governors, as representatives of our members	<ul style="list-style-type: none"> <li>Promote membership email address 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</li> <li>Develop a model for Governor communication with constituency members</li> <li>Include a regular section focusing on the work of Governors in membership newsletter</li> <li>Include profiles/interviews of Governors in membership newsletter</li> <li>Develop promotional material including new pop-up banners and specific</li> </ul>	<ul style="list-style-type: none"> <li>Publish first annual membership report which showcases the work of Governors</li> <li>Run second survey to test/record understanding of membership awareness of Governors</li> <li>Develop short videos of Governors for the Trust website, talking about their work and their reasons for becoming a Governor</li> </ul>	<ul style="list-style-type: none"> <li>Publish second annual membership report which showcases the work of Governors</li> <li>Run third survey to test/record understanding of membership awareness of Governors</li> <li>Develop short videos of new Governors for the Trust website, talking about their work and their reasons for becoming a Governor</li> </ul>

		<p>Staff Governor poster to promote the role and work of Governors. By Summer 2020</p> <ul style="list-style-type: none"> <li>• Governors to introduce member health talks</li> <li>• Governor participation at Trust, Sussex-wide and local constituency events</li> <li>• Run first survey to test/record understanding of membership awareness of Governors</li> </ul>		
	<p>Develop new opportunities for members to express their views</p>	<ul style="list-style-type: none"> <li>• Governor Strategy Group to receive report at each meeting on issues raised by members and actions being taken in response. Group to report on these at the Council of Governors meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Publish first annual membership report which showcases work on how the Trust has responded to issues raised by members</li> </ul>	<ul style="list-style-type: none"> <li>• Publish second annual membership report which showcases work on how the Trust has responded to issues raised by members</li> </ul>
	<p>Further promote the different levels of member involvement developed in 2019 so members can choose how involved they</p>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Ensure key Trust sites have ample supply of membership forms</li> </ul>	<ul style="list-style-type: none"> <li>• Through annual membership survey seek feedback from members that they are being involved and engaged with on the issues they care about</li> <li>• Use new membership levels/segmentation to target members for</li> </ul>	<ul style="list-style-type: none"> <li>• Through annual membership survey seek feedback from members that they are being involved and engaged with on the issues they care about</li> <li>• Use new membership levels/segmentation to target members for</li> </ul>

	want to be		<p>participation in surveys, workshops and focus groups</p> <ul style="list-style-type: none"> <li>• Monitor changes in each membership type as a proxy for measuring levels of active engagement</li> </ul>	<p>participation in surveys, workshops and focus groups</p> <ul style="list-style-type: none"> <li>• Monitor changes in each membership type as a proxy for measuring levels of active engagement</li> </ul>
	Refresh our existing communication channels with members and our approach to membership communication and engagement	<ul style="list-style-type: none"> <li>• Launch refreshed membership newsletter with focus on new engagement and feedback opportunities</li> <li>• Ensure membership and Council of Governors webpages are regularly updated, accessible and informative</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse which issues and stories have been read the most in the membership newsletter</li> <li>• Develop options for the print and distribution of hard copies of the newsletter for staff, patients and the public</li> <li>• Launch second membership survey and update Membership Engagement Strategy Plan to reflect feedback from the survey</li> </ul>	<ul style="list-style-type: none"> <li>• 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 2023</li> </ul>

	Improve our programme of engagement events	<ul style="list-style-type: none"> <li>• Develop plans for the pilot launch of constituency events informed by local Governor(s). Assess impact and practicality of Member face-to-face meetings locally</li> <li>• Seek to increase member turnout at Community and Members' Event/Annual Members' Meeting by 20% (target audience of 100 attendees)</li> <li>• Exhibit at Trust events including Annual Leadership Conference, Valuing Admin etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Subject to feedback from the constituency pilot events roll out an annual programme across all constituencies</li> <li>• Introduce updated member health talks with broader health topics/topical health issues</li> <li>• Seek to increase member turnout at Community and Members' Event/Annual Members' Meeting by 20% (target audience of 120 attendees)</li> </ul>	<ul style="list-style-type: none"> <li>• Seek to increase member turnout at Community and Members' Event/Annual Members' Meeting by 25% (target audience of 150 attendees)</li> </ul>
<b>Overarching objective</b>	<b>Supporting aims</b>	<b>What we will do to deliver the objective</b>		
		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Objective 2: To continue to work towards a membership that is representative of the communities the Trust serves</b>	Analyse our membership on a regular basis	<ul style="list-style-type: none"> <li>• Ongoing monitoring of membership database</li> </ul>	<ul style="list-style-type: none"> <li>• As per year 1</li> </ul>	<ul style="list-style-type: none"> <li>• As per year 1</li> </ul>
	Develop targeted campaigns to recruit members from any groups which are under-represented	<ul style="list-style-type: none"> <li>• Develop proposals for engaging with groups that are less well represented within the Trust's membership</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• Use membership database to track changes in the composition of the Trust's membership within these groups</li> </ul>
	Promote membership	<ul style="list-style-type: none"> <li>• Develop proposals for engaging with young people</li> </ul>	<ul style="list-style-type: none"> <li>• Subject to learning from year 1 activities, roll out</li> </ul>	<ul style="list-style-type: none"> <li>• Use membership database to track</li> </ul>

	opportunities to younger people and people of Black, Asian, and minority ethnicity in our communities	<p>and people who are Black, Asian and minority ethnic</p> <ul style="list-style-type: none"> <li>• Use experience and skills of Children and Young People Governors to engage with relevant groups</li> <li>• Introduce membership recruitment stand at University of Brighton freshers' fair</li> <li>• Pilot engagement opportunities in schools and colleges</li> <li>• Identify Black, Asian and minority ethnic groups to engage with and link in with Trust's staff BAME Network</li> </ul>	comprehensive plans for engaging with young people and people who are Black, Asian and minority ethnic	changes in the composition of the Trust's membership within these groups
<b>Overarching objective</b>	<b>Supporting aims</b>	<b>What we will do to deliver the objective</b>		
		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Objective 3: To maintain a credible level of Trust membership, in particular to promote the involvement of all sections of the community</b>	Continue to simplify the process for becoming a member	<ul style="list-style-type: none"> <li>• Review processes to simplify how people can join as a member (online and in print)</li> </ul>		
	Continue to refresh the membership and Council of Governors	<ul style="list-style-type: none"> <li>• Refresh and update webpages. Make sure all Governors have a personal profile online</li> </ul>	<ul style="list-style-type: none"> <li>• Keep content of webpages up-to-date with new content</li> <li>• Make improvements</li> </ul>	<ul style="list-style-type: none"> <li>• As per year 2</li> </ul>

	pages on the Trust's website		based on feedback from membership survey	
	Articulate more clearly the benefits of membership	<ul style="list-style-type: none"> <li>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 Skype.</li> </ul>	<ul style="list-style-type: none"> <li>Publish first annual membership report which showcases work on how the Trust has responded to issues raised by members</li> </ul>	<ul style="list-style-type: none"> <li>Publish second annual membership report which showcases work on how the Trust has responded to issues raised by members</li> </ul>
	Refresh our membership recruitment material	<ul style="list-style-type: none"> <li>Undertake a review of existing membership recruitment and engagement material</li> <li>Develop new material (e.g. posters and pop-up banners)</li> <li>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)</li> <li>Possible online prompt opportunity for patients to join as a member when accessing their online health record</li> </ul>	<ul style="list-style-type: none"> <li>Review impact of materials through feedback from members via the membership survey and engagement events. Refresh this where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>As per year 2</li> </ul>

	Work more innovatively with our partners to promote membership	<ul style="list-style-type: none"> <li>Identify a range of key partners to work with and explore opportunities for joint work to help recruit new members</li> <li>Work with established forums e.g. Patient Participation Groups, Friends and community groups to promote membership and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Begin joint campaign with partner groups to recruit new members, particularly focused on increasing members from under-represented and hard-to-reach groups</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate joint working with partner groups and identify further opportunities for engagement and recruitment of members</li> </ul>
	Maintain an accurate membership database	<ul style="list-style-type: none"> <li>Maintain external support with membership database supplier to manage the Trust's membership database and Governor election process</li> <li>Provide regular reports to the Governor Strategy Group on key trends and developments in membership numbers and patterns</li> </ul>	<ul style="list-style-type: none"> <li>As per year 1</li> </ul>	<ul style="list-style-type: none"> <li>As per year 1</li> </ul>

# 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](mailto:SC-TR.SCTMembership@nhs.net)

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

You can find us on:

Twitter **@nhs\_sct**

Facebook **@sussexcommunitynhs**

Instagram **@sussexcommunitynhs**