

Council of Governors 5 March 2020

Report Title:	Briefing on the membership strategy
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Approval
 Discussion
 Information
 Assurance

<p>1. Introduction</p> <p>Over the last several months, the engagement team has been working with the governor members of the strategy and engagement group to draft the trust's new membership strategy. This strategy will cover 2020 to 2022.</p>
<p>2. Background</p> <p>The document was outlined at the 5 November meeting with the governors in attendance. The governors confirmed that they were content with the structure of the document, and it was agreed that the engagement team would draft text with suggestions of the key membership priorities.</p> <p>At the meeting on 14 January, the engagement team ran a workshop with the governors reviewing and revising the each of these draft sections including the priorities to be reviewed in a final draft.</p>
<p>3. Content</p> <p>The document is divided into several sections, as follows:</p> <p>i. Context</p> <p>The first section breaks down the membership categories and constituencies. It also covers the minimum numbers required to function as an organisation.</p> <p>ii. Our membership</p> <p>The strategy then moves on to explain how the membership data is managed and reviewed by the group.</p> <p>iii. Aims</p> <p>This part outlines why we need the strategy.</p> <p>iv. Priorities</p> <p>It was agreed between the engagement team and the governors that there would be four topics with priorities in the strategy.</p> <ol style="list-style-type: none"> 1. Promoting and supporting the NHS 2. Quality indicator 3. Support for the 'building better care' programme 4. Engagement with ESNEFT staff <p>v. Strategy management</p> <p>The last section outlines who will be managing the strategy and when it should be reviewed.</p>
<p>4. Summary</p> <p>On the 14 January meeting, the governors approved sections i to iii, and v with slight amendments. They also amended section iv with feedback on the priorities, responsibilities and outcomes on each topic.</p>
<p>5. Conclusion</p> <p>The final draft of the membership strategy has now been completed by the engagement team. This will be reviewed at the next strategy and engagement group meeting on 6 March. When this has their approval, it will be sent to the whole Council of Governors and the Board for comment and then approval at the 4 June Council of Governors meeting.</p>