

# Membership Strategy

## 2020 - 2022

## Section 1: Context

Our Membership has two constituencies. There is a public constituency and a staff constituency (details can be found in Annex 1 of the ESNEFT constitution).

The public constituency is divided into four areas.

Colchester	Ipswich
Rest of Essex	Rest of Suffolk

The public membership requirement is to live in one of these four regions. The minimum number of public members required in each region is 50 for Colchester and Ipswich and 100 for Rest of Essex and Rest of Suffolk regions. Our current total public constituency is 10,923 members as of 29 November 2019.

The staff constituency is divided into two areas.

Colchester	Ipswich
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The staff membership requirement is to work as a member of East Suffolk and North Essex NHS Foundation Trust. Those whose main place of work is listed at a location in Essex are allocated to the Colchester area. Whilst those whose main place of work is listed at a location in Suffolk are allocated to the Ipswich area. The minimum number of staff members in each region is 50 members. Our current total staff membership is 10,823 members as of 29 November 2019.

## Section 2: Our membership

Our public and staff membership database is managed by Civica. The staff membership includes staff that are based in a hospital and a community setting. Civica conducts monthly data cleansing of members who have left the region or who have passed away. They also maintain the staff membership database with data provided by ESNEFT's information analyst team.

The Governors involved in the Strategy and Engagement group periodically review the membership statistics to assess on-going priorities such as under-representation and engagement priorities.

## Section 3: Aims

The aim of this strategy is to link the Governors statutory role with Trust's strategic objectives of keeping people in control of their health, developing our centres of excellence and the supporting and developing of our staff.

The priority is to continue enhancing engagement with our membership and to support the Trust to meet our public sector equality duties in effective representation. This will be in line with the governor's requirements of the constitution. The strategy helps the governors to be an effective channel in listening to members and to build on the equality, diversity and inclusion of the membership.

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## Section 4: Priorities

The Governors on the Strategy and Engagement Group have agreed to the following collection of priorities representing the Council of Governors. Support will be provided by the Membership and Engagement Officer as directed by the Head of External Engagement and the Head of Corporate Governance.

1	Topic	Promoting and supporting the NHS	
<b>Rationale</b>		Governors will work to improve local understanding of the NHS and the services that are provided.	
<b>Priority</b>		<b>Responsibility</b>	<b>Outcome</b>
Governors attend networking events and participate in external/ internal engagement. Including the development of equality in the membership.		All Governors ESNEFT engagement team	Governors participate in engagement activities. Governors attending public and relevant stakeholder large-scale events.
Public Governors will seek opportunities to attend groups to build their knowledge and understanding of the experiences of those that use Trust services.		Public Governors ESNEFT engagement team	Participate in as appropriate: PPG events. Parish council events. Groups where our members gather. Committees with our membership.

2	Topic	Quality Indicator	
<b>Rationale</b>		The Governors will select a quality indicator to be used with the quality priorities.	
<b>Priority</b>		<b>Responsibility</b>	<b>Outcome</b>
The clinical governance team present the Governors with the priority indicator list when it is published for selection so that they can make an informed choice.		All Governors Clinical governance team	The governors choose a priority indicator that the auditors will then focus on through their assurance processes.
Governors respond to the Trust questionnaire to all stakeholders identifying the Quality Priorities.		All Governors Governors do not have a specific responsibility to choose a priority in accordance with the Quality Report requirements.	An opportunity to identify those priorities they feel are most important to those that they represent.

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<b>3</b>	<b>Topic</b>	<b>Support for the 'Building Better Care' programme</b>	
<b>Rationale</b>		As part of developing our centres of excellence, including the implementation of building the proposed Elective Care Centre.	
<b>Priority</b>		<b>Responsibility</b>	<b>Outcome</b>
Governors will provide a conduit between the Trust, Membership and the wider community to deliver key messages and feedback on the programme.		All Governors  ESNEFT communications and engagement team	Raising awareness of events. Social media activity. Measuring media coverage. Increased engaged membership activity. Public and stakeholder meetings attendance. Reply to public consultation feedback.
<b>4</b>	<b>Topic (Exclusive to Staff Governors)</b>	<b>Staff governors develop knowledge of their role</b>	
<b>Rationale</b>		Staff governors given the opportunity to build on the wider understanding of their role.	
<b>Priority</b>		<b>Responsibility</b>	<b>Outcome</b>
Developing an annual work plan for the next year.		Staff governors	Meetings with staff groups. Increased clarity on their roles to be bold and empowered.
<b>5</b>	<b>Topic (Exclusive to Staff Governors)</b>	<b>Engagement with and listening to ESNEFT staff</b>	
<b>Rationale</b>		Working to support and listen to staff in hospital and community settings. The purpose is to engage, listen and develop the Council of Governors relationship with staff, to contribute to a healthy and positive working environment.	
<b>Priority</b>		<b>Responsibility</b>	<b>Outcome</b>
Governors will have feedback with next steps, following staff surveys for monitoring purposes.		Staff Governors	Improvement in staff survey results. Staff governors will have a voice. Perceived high quality engagement with staff.
The creation and development of a Staff Communications and Involvement Forum		Staff Governors  ESNEFT engagement team  Strategy and Engagement group to provide support to look at alternate ways to be most effective.	Agenda will be staff survey results to the staff focused initiatives. Facilitating staff to develop our action plans with response to the survey. This will feed into the POD group. Specific meetings to meet at least three times a year with staff groups of ten plus members.

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## **Section 5: Strategy management**

The membership strategy will be led by Governors on the Strategy and Engagement Group (selected from the Council of Governors) and managed by the Trust's engagement team in accordance with the Communication and Engagement Strategy. This strategy will be reviewed annually setting specific measurements with well-formed and measurable outcomes.

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