



A lifetime of specialist care

# MEMBERSHIP STRATEGY

We count on our members to help us improve what we do. As an NHS Foundation Trust (FT), we work by listening to our members. We became a Foundation Trust in 2009 and currently have over 10,000 members. By listening to our members' needs and experiences we can deliver better patient, public and staff engagement and enhance the knowledge and wellbeing of our members, many of whom are or have been patients.

## Introduction

### What is the role of our Trust members?

Members help shape future services and influence broader strategic objectives of the Trust.

Members are invited to elect a set number of governors from within each of their constituencies; the governors elected in this way form the majority of the Trust's Council of Governors.

The Council of Governors represents the interests of our members and works closely with the Trust's Board of Directors and executive team to provide input into the governance and strategic planning of our hospitals and services.

### Who are our members?

Our members include patients, their families and carers, members of the public living in the UK, and our staff. All members must be over the age of 18.

### What is our current membership position?

The current membership figures well exceed the minimum numbers within each of the three constituencies (patients, public and staff) and compared to other specialist Trusts our membership size is above average. However, member engagement has been identified as an area for improvement, which our membership strategy will seek to address.

**Our members help shape future services and influence broader strategic objectives of the Trust**

## Key strategic objectives

**Communicate effectively and efficiently with our members**

**Offer meaningful opportunities for members to get involved**

**Recruit an engaged and representative membership**

## What is the purpose of our strategy?

This strategy identifies three key objectives which we believe will build a more engaged and representative membership. It also highlights how a more engaged membership will bring benefit to our members as well as to the Trust.

Our strategy will be delivered within the wider framework of Trust strategies, which address the issues of equality and diversity, public, patient and carer involvement, user engagement, and communication.

### Objective 1

**To communicate efficiently and effectively with our members**

We aim to keep members well informed by sharing the latest news and updates, details of how to become more involved, and inspiring stories.

- Send members a regular digital newsletter with informative and engaging content
- Refresh the members' area on our website regularly with updated news and relevant events
- Share information on topics of particular significance through one off emails
- Set clear communication expectations when onboarding new members
- Keep our staff members updated through occasional features in Staff News
- Raise awareness with all members of our move towards digital communication
- Move towards more personalised communication based on member preferences

### Objective 2

**To offer meaningful engagement opportunities and demonstrate clear benefits to our members as well as to the Trust**

We aim to grow member engagement by identifying, developing and promoting engagement opportunities and by demonstrating clearly the resulting benefits for our members and the Trust.

- Provide patient members opportunities to input into how clinical services can be extended or improved and to feed into quality impact assessments
- Offer a diverse programme of events and seminars that meet the needs and interests of our members
- Collaborate with heads of volunteering programme at Royal Brompton and Harefield Hospitals to ensure members are aware of current opportunities
- Work with the charities supporting the Trust to promote activities open to member participation
- Raise awareness among members that they can be a source of external influence, lobbying on behalf of the Trust

### Objective 3

**To recruit an engaged and representative membership**

We aim to maintain our current membership size while enhancing the number of engaged members and ensuring the membership is representative.

- Assess desired level of involvement from current members
- Collaborate with departments across the Trust to raise their awareness of membership
- Work with the charities supporting the Trust to promote membership among their supporters
- Enhance our membership benefits and ensure the benefit of becoming a member is readily understood and compelling
- Identify new avenues of recruitment

## How we will measure our success?

In order to monitor how we are delivering on our strategic objectives we will report progress regularly to the Membership Steering Committee. Engagement and recruitment reports will be presented along with member feedback and any survey results collected from any short member surveys. A longer annual membership survey will be conducted, and results shared with the Council of Governors, in due course.

## Do you have questions?

If you have any questions about membership or this membership strategy, please contact Nancy Dickinson at [n.dickinson@rbht.nhs.uk](mailto:n.dickinson@rbht.nhs.uk)

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By listening to the needs and experiences of our members we will be better equipped with the knowledge to not only serve our patients better, but our members, too, and deliver some of the best healthcare in the world.

## TRUST VALUES

we care, we respect, we are inclusive,  
we believe in our staff, we are responsible,  
we discover, we share our knowledge