

Membership Strategy Review Initial Thoughts

August 2023



Key Aims

- Support delivery of the Patients, Partnerships and Population strategy in improving population health. Building awareness of key health topics and the importance of taking ownership of our own health.
- Retain membership that is representative of the population. Aiming to exceed 8,000 public members, recruiting to improve representation and maintaining turnover of membership.
- Be inclusive to all.
- Involve and engage with members and the community, enabling them to have a voice, on the patient and family experience including the quality of LHCH services.
- Enhance the Trust's profile and reputation through communication and engagement with membership, governors and members of the community.

In Summary:

- Aligned to LHCH Strategy and Communications Strategy
- Recognising why we do what we do and the benefits of this:
 - Playing our part in improving population health
 - Raising the profile of LHCH and building on it's outstanding reputation
 - Learning from feedback to make improvements
- Membership and Community Engagement Strategy replaces Membership Strategy.
- Recognising there may be opportunities to work with our partners collaboratively to achieve our aims
- Complying with legislation and governance requirements
- New Strategy Document to be concise, streamlined and more visual
- Acknowledge there may be challenges to engaging with members and widen the focus to the wider community

Next Steps

- Initial Discussion Today
- Comments on current strategy invited by 14th September
- Draft strategy to be presented to the next Membership & Communications Sub Committee – Autumn 2023
- Approval at Council of Governors – December 2023