

Board of Directors (in Public)

Item 3.2*

Subject: Membership Strategy 2021-2024
Date of Meeting: Tuesday 27th July 2021
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Karen Nightingall, Chief People Officer
Purpose of Report: To Note

BAF Ref	Impact on BAF
BAF 6	Assurance that the Trust has in place an effective strategy to support the recruitment and engagement of a representative membership that meets FT governance requirements.

Level of assurance (please tick one)

To be used when the content of the report provides evidence of assurance

<input checked="" type="checkbox"/>	Acceptable assurance Controls are suitably designed, with evidence of them being consistently applied and effective in practice	<input type="checkbox"/>	Partial assurance Controls are still maturing – evidence shows that further action is required to improve their effectiveness	<input type="checkbox"/>	Low assurance Evidence indicates poor effectiveness of controls
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1. Executive Summary

The purpose of this paper is to present the revised Membership Strategy, developed by the Membership and Communications Sub Committee on 15th April 2021 and approved by the Council of Governors at its meeting on the 1st June 2021. The key changes are outlined below:

- Membership Strategy has been updated to reflect the Trust's five-year strategy 'Patients, Partnerships and Populations' and its role in improving population health by supporting our membership to promote an awareness of heart and lung disease within their localities.
- There is now more focus on engagement of members who wish to be engaged and involved. Other members to continue to be kept informed of news and developments at the Trust.

- More emphasis in the strategy on using virtual platforms to organise and host online events, online recruitment and engagement.
- Additional attention on encouragement of members to provide email addresses to enhance communication and reduce costs.
- Amendment to highlight that honorary staff members working onsite that fit the criteria for membership but do not have a contract of employment are eligible to become a member of the staff constituency.
- Minimum membership has to be adjusted to 8,000 to allow more flexibility in light of the suspension of face to face recruitment during the COVID 19 pandemic and ageing membership base.
- Target for response rate from members survey to be revised to 5% to match the response rate from the last survey.

2. Recommendations

Following approval by the Council of Governors on 1st June 2021, the Board of Directors is asked to note and ratify the updated Membership Strategy for the period 2021-24.