

Board of Directors (in Public)

Item 3.3

Subject: Membership & Community Engagement Strategy
Date of Meeting: Tuesday 9th April 2024
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Karan Wheatcroft, Director of Risk & Improvement
Purpose of Report: For information

1. Executive Summary

The purpose of this paper is to introduce the new Trust Membership & Community Engagement Strategy. The strategy replaces the membership strategy previously developed to: *'deliver the best communication and engagement opportunities for our governors, Foundation Trust membership and the wider population'*.

The benefits of a successful membership and community communications and engagement includes:

- Playing a role in improving population health and supporting prevention
- Raising the profile of LHCH and building on its outstanding reputation
- Learning from feedback received to make improvements.
- Attracting and nurturing members who may be interested in becoming our governors of the future.

The impact of our Membership & Community Engagement Strategy will be monitored by the Membership and Communications Sub Committee of the Council of Governors which is chaired by a Governor. To measure the success of this a number of indicators have been identified and are outlined within the strategy. There is a Membership & Community Engagement calendar which is agreed by the sub committee on an annual basis to implement this strategy.

The Board of Directors are requested to note and ratify the refreshed strategy.

2. Developing the Membership & Communications Engagement Strategy

The strategy was developed collaboratively by the Communications Team, following engagement with the Membership and Communications Sub Committee of the Council of Governors. The Council of Governors subsequently approved this document on 5th March 2024.

One of the core components of this strategy is considering the priorities set out in the many other inter-related Trust documents, e.g., LHCH Strategy 'Patients, Partnerships, Populations'; Communications Strategy and LHCH Constitution which outlines key governance arrangements.

The strategy is supported by several national publications including the Code of Governance and the Addendum to your Statutory Duties – Reference Guide for NHS Foundation Trust Governors published in 2022. This document enforced the need for Council of Governors to form a rounded view of the interests of the 'public at large'. The expanded name of this strategy reinforces this requirement.

3. Conclusion

The Membership and Communications Sub Committee approved the revised Membership and Community Engagement Strategy and the Council of Governors. The refreshed strategy is attached 14.1a for information and ratification.