

## Membership Strategy 2007: Action Plan

	Objective: Actions	Lead	Progress	Timescale	Outcome Measurement	Achieved
1.	<b>Maintain representative membership</b>					
1.1	Foundation & Communications Team manage communications and are available to members  Respond to the foundationtrust email	Head of Communications & Foundation Secretary (HCFS) Foundation & Communications Manager (F&CM)	Ongoing As at 5 <sup>th</sup> September 2007: 7 Genuine FT enquiries/requests for information received - some requests for application forms passed to Medical Staffing; spam emails deleted	Quarterly	Membership numbers continue to rise and reflect the area covered by the Trust	Ongoing
1.2	Individual Governor areas are mapped across the Trust catchment area to ensure full coverage and governors to target GP surgeries in their area	F&CM PA to Chairman	Map to be prepared showing whole membership area/Trust catchment area. Map obtained but unsuitable; alternative now found and being prepared. Further support required for governors to manage a constituency area: <b>Requires discussion/consider in constitution review of constituencies Link with GP surgeries Practice Manager Lead to see how governors can contact members in this forum. Governors 'twinned' with their local GP surgeries</b>	End August 2007  Autumn 2007	Active engagement with GP surgeries  Targeted governor engagement possible with specific (socio-economic) areas	
1.3	Regular Membership Database reports to be presented to Governors Council Membership Committee for consideration	F&CM	From next meeting 20 <sup>th</sup> April 2007 added to Governors Council & Committee agenda schedule. July: IT Dept to ensure historical reports are available for consideration	Quarterly	Any imbalance in age, demographics or ethnic origin are targeted	Membership analysis report now available

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1.3 Cont	Additional item from Annual Plan: Socio economic profiling (Monitor guidance April 2007: Socio-economic data should be completed using profiling techniques (e.g. post codes) or other recognised methods. If an NHS foundation trust does not already collect this data, Monitor does not anticipate that an NHS foundation trust will make a direct approach to members to collect it.)		<b>Need discussion on this</b> <i>Annual Plan 2007/08 stated: Socio-economic groupings data is not currently collected from the Trust's membership. As the Trust's Public Constituency is not broken down into locality areas, during the assessment process further information was required by Monitor on membership across postal code areas. The data has been updated in 2007 with some changes to postal code categorisation.</i>			Committee agreed that no further work should be done on this: use postcode areas. <b>Need Governors Council agreement</b>
1.4	PowerPoint presentation to be developed to promote the Trust and the benefits of being a member	Chairman F&CM	Meeting with 3 governors held 8 <sup>th</sup> January 2007. Presentation to highlight the benefits of becoming a member and the positive aspects of this Foundation Trust. Completed April 2007 for approval at Membership Committee 20 <sup>th</sup> April	2.3.07.  Revised to End April 2007	Rolling programme of visits and better informed members; positive publicity for Trust	Completed  <b>Needs review following August 2007 elections</b>

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1.5	Recruitment pack to be prepared for use by governors in attending local groups (to include 2007/08 Vision, JPUH 'blurb', accountability structure, membership form, presentation, latest Your Trust News)	F&CM	<p>A pack is being prepared to enable governors to attend local groups, to include a presentation. Content to be approved at Membership Committee 20<sup>th</sup> April; pack prepared and circulated end May 2007</p> <p>Now need schedule of visits to be arranged; events locally (i.e. Market Gates shopping centre; GY Market Place performing area near Dorothy Perkins – need permission from Jonathan Newman (Wed/Sat are best as market days); Gill Pope attending meeting with Chairman in Blundeston in September</p> <p><b>GY – Christmas Fayre 2/3 days – if we can tie up with something we can sell, maybe linked to Palliative Care, we could have a membership section also</b></p> <p>Circulate list of consultation organisations from 2004 to get all governors' input and provide definitive list for consideration at next Membership Committee. <b>Completed, but no feedback – need governor to be able to take forward this work</b></p> <p><b>2008 events: GY Charity weekend first week in August – Jonathan Newman</b></p>	<p>9.2.07.</p> <p>Revised to 20.4.07.</p> <p>March 2008</p> <p><b>September 2007</b></p>	<p>Local meetings attended/invitations received for attendance</p> <p>Programme to be agreed and dates set</p>	<p>Completed</p>

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1.6	<b>Focus on four areas:</b> <ul style="list-style-type: none"> <li>• South Waveney</li> </ul>	Sue Allen John Hemming	Draw up action plan Meeting being arranged with senior local GP	September 2007	Imbalance is addressed	
1.7	<ul style="list-style-type: none"> <li>• Young People 16+ <ul style="list-style-type: none"> <li>○ Work with the local further education colleges</li> </ul> </li> </ul>	Rachel Hulse (GY) Dennis Cave (Low)  Chairman	Contact made with both colleges; information sent; possibility of including info as part of coursework on local community involvement. Awaiting presentation pack completion.  May 2007: Presentation pack available and passed to both colleges; awaiting requests for further detail/visits (likely in September in the new term)  Later in the year look again to see if there are any other similar groups that can be targeted  Willy Notcutt event 30 <sup>th</sup> June attended by Chairman. Well attended. <b>Action: Chairman to ensure governors have a slot for next year's event outlining how they can be part of the Trust</b>	Ongoing  20.4.07.  December 2007  March 2008	Increase in membership in 16-35 age group	

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1.8	<ul style="list-style-type: none"> <li>Big Employers, e.g. CEFAS, Great Yarmouth and Waveney District Councils</li> </ul>	Chairman/PA Sue Allen – WDC Brian Howard – GY Tracy Moyse	Chairman to discuss with Sue Allen and Brian Howard separately as to how this might be tackled  <u>Gt Yarmouth</u> Meeting held with Brian/Chairman/ F&C Mgr 14.8.07: <ul style="list-style-type: none"> <li>AF to provide piece for GY council magazine</li> <li>AF to engage with Clare Metcalf, PR, to see what else they can do</li> <li>Employers: ODE Lowestoft Design; SLP; Perenco GY; Fire Service; Police – AF to speak to Jenny Westgate and utilise her contacts</li> </ul> <u>Waveney</u> <b>Sue Allen to update on progress at Membership Committee 26/9</b>	December 2007	Increase in engagement from local employers	Completed  Completed



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<b>2.</b>	<b>Engage with the membership</b>					
2.1	To comply with the Code of Governance, be clearer on the mechanisms for Governors' responsibilities towards members and other stakeholders and how they will seek views and keep them informed.	F&CM Governor lead	<p>Tie in with item 1.2 Consider process for governors to engage with their membership and feed views into the Trust Committees (implement actions from governors review July 2007) - ensuring a section from each governor group is included in the membership newsletter from April 2007)</p> <p>Clarify process for appointed governors to feed back to their organisations (add to governors handbook): <b>Brian Howard:</b> Reports back to Council if asked; reports to environmental officer; Leader of Council; Chief Executive on high profile issues. Doesn't generally feed back to wider audience. Chairman/Dr Blossfeldt attending Council in October re Palliative Care Appeal</p> <p><b>Dennis Cave:</b> Some work done re voluntary sector with Dennis; feeds back to League of Friends; on mailing for Community Involvement Group who have wide representation</p> <p><b>Email all other appointed governors to find our their process</b></p>	October 2007	Responsibilities and process laid down clearly	
2.2	<p>Membership Newsletter: each should include:</p> <ul style="list-style-type: none"> <li>◦ one success story</li> <li>◦ one future story</li> <li>◦ event for those interested in becoming a governor</li> <li>◦ GPs – governors linked with local surgeries</li> </ul>	Head of Comms F&CM	<p>Prepared for next issue in March ahead of election process. Drafted 19<sup>th</sup> March and finalised 12<sup>th</sup> April. Sent out by the Trust w/c 23<sup>rd</sup> April prior to nomination process</p> <p>Revised Committee dates to ensure disc of draft newsletters: October 2007 date changed to September; awaiting Finalising other dates.</p>	<p>March 2007</p> <p>Revised April 2007</p>	Member communication is a positive reflection of the work of governors	<p>Complete</p> <p>Ongoing</p>

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	Membership Newsletter: schedule of items to be prepared: to include articles from governors	HCFS F&CM  Rachel Hulse Victoria Mason Gill Pope	Schedule prepared but <b>needs further work – see 2.1;</b> <b>Discussed with governors 07/07. Agreed for Oct 07 to have section on Portuguese work; PAS; future open events planned; three governors to include Paul Smith; Russell Allen and 1 appointed (Sue Allen??); choose and book, 18 weeks; AGM report; update of members' details?</b>	Ongoing	Planned approach to member communications	
2.3	Positive articles on the Trust to be prepared for use in publications, i.e. Heartcare News	HCFS	Article prepared for February issue; no request for additional articles.  Positive press activity undertaken: infection control murals, opening of Sandra Chapman garden, consultants etc. Publicity actively being sought as part of 25 <sup>th</sup> anniversary celebrations, with live interviews for Radio Norfolk; EDP spread, hopefully Mercury/Journal articles  Article prepared for GY Council newsletter	16.2.07.	Positive publicity/ exposure for the Trust	Complete  Ongoing work  August 2007
2.4	Investigate the possibility of open clinics	HCFS	Not being included in 25 <sup>th</sup> Anniversary timetable – benefits considered against workload do not make this viable	July 2007	Increased member understanding	No further action
2.5	Access to a virtual tour of the hospital	HCFS	Include in discussions on revised/new website Discussions progressing July 2007. Specs received but too expensive; alternatives being explored, mainly re upgrading current site	Autumn 2007	Improved communication with members and the general public	

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2.6	Involve members on specific membership database topics: arrange events on the following three areas: <ul style="list-style-type: none"> <li>• Outpatients</li> <li>• Infection Control</li> <li>• Diabetes (Frank Grinnell, Governor)</li> </ul>	HCFS FCM	To be considered further: are these still the right areas? Patient feedback project being considered by DN&PS & Acting Head of HR. Consider after annual report has been completed.  Membership database amended by IT on 20 <sup>th</sup> March to enable targeting of members interested in specific areas and mail merge to groups/random members if necessary. Some further work required on this: <b>Review membership form: areas of interest. Do we want to get full update from all members as part of next newsletter circulation?</b>  <b>July: Suggested this has been overtaken by events, and focus of open events in January 2008 will be around capital developments</b>	January 2008	Member views are taken account of in service planning	NFA – to be included in 08/09 action plan
2.7	Staff members: installation of a generic email address for staff to use managed by the F&CM	F&CM	No contact as yet. Highlighted in Staff Governors 'surgery' publicity		Staff able to easily access the staff governors; can monitor use of this email facility	Completed
2.8	Staff members: highlight role; circulate brief information sheet on the role of a governor	HCFS/F&C Mgr	Utilise Allison Bester's prepared text and include in a staff governors section on the new intranet for launch in January 2007		Increased understanding of the role of a staff governor Increased interest in attending events and passing on view	Completed



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<b>3.</b>	<b>Grow the Membership</b>					
3.1	Membership Form updated with new 'strapline' 'Working together for excellent care' - and text rearranged to highlight benefits of being a member	F&CM			Benefits highlighted; less queries on what being a member means	Completed
3.2	Secure appropriate membership area in the new foyer configuration	F&CM with Director of Nursing & Patient Services	Added comments to plan in executive corridor. Emailed Nick Coveney further to ensure this is taken account of. Met with Niall Grimmer, Architect on project 21 <sup>st</sup> March with Rebecca Driver  Foyer reconfiguration currently on hold. Replacing membership forms/checking membership box regularly	Autumn 2007	Members of the public can easily locate information on becoming a member	
3.3	Stand at the 25 <sup>th</sup> Anniversary fete on 21 <sup>st</sup> July to inform current members and to grow the membership if possible	HCFS Sue Meecham Russell Allen Ian Fox	F&CM arranged with Graphic Designer and named governors. External print company provided banners and foamex display material free of charge.  Gazebo, display boards and equipment provided by governors and staffing of stand arranged. Successful event. Very useful to talk to members and prospective members. Similar format can be used in future – to form part of next year's action plan for summer events. Can use the same format for large events.  Also looking to gain funding from League of Friends for a hand held 'pop up' display that can be taken to events by one or two individuals	May-July 2007          November 2007	Increase in membership numbers and increased understanding of existing members       Increase of 66 members on the day, with more completed forms anticipated	Completed July 2007-09-06       To form part of 2008/09 action plan

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4.	<b>Issues for consideration</b>					
4.1	Resolve how the interests of existing patient groups, the Patient and Public Involvement Forum and members fit together	Chairman  Gill Pope  PALS Co-ordinator F&CM	<p>The Chairman is currently taking this discussion forward with the Trust's PPI Forum: PPIFs in place to March 2008; The Local Government and Public Involvement in Health Bill is currently under consideration by the House of Commons. Expected that PPIFs abolished March 2008 with Local Involvement Networks (LINks) in place from April 2008. Board to discuss September 2007</p> <p>Statutory duties of PPIF discussed at Committee on 20<sup>th</sup> April. Gill Pope to take up non voting place offered by PPIF to keep abreast of what they are considering and hear views of other members of the public– to feed back – standing item on Gov Council agenda. <b>(PPIF asked for staff governor to attend. Agreed inappropriate–conflict of interest)</b></p> <p>The PPI Strategy is being revised by the PALS Co-ordinator. Need to integrate all groups and ensure this is covered in new PPI Strat – to include membership/governors</p>	Timescale to be finalised: likely late 2007	Information and effort is not duplicated  Interested parties work together where appropriate	N/A
		F&CM	<p>Check with FT Network re others' experience of PPIFs. July: those recommended by FTN didn't have a large PPIF, they had their own internal Patient Forum meeting with governors quarterly and working together, supplemented by regular visits around the hospital on key topics/issues.</p> <p><b>Patient Panel discussed – could form one utilising members: find out how much NNUH panel costs and bring back to next meeting. For discussion as part of whole issue of integrating all groups with members/governors</b></p>	September 2007		Completed

