

<b>Meeting Title</b>	Council of Governors Meeting		
<b>Date</b>	20 July 2023	<b>Agenda item</b>	CGo.7.23.10

## Membership Plan 2022/23 – Progress report

<b>Presented by</b>	Laura Parsons, Associate Director of Corporate Governance/Board Secretary		
<b>Author</b>	Jacqui Maurice, Head of Corporate Governance and Katie Shepherd, Corporate Governance Manager		
<b>Lead Director</b>	John Holden, Director of Strategy and Integration		
<b>Purpose of the paper</b>	To advise the Council of Governors of the progress made with regard to the delivery of the Membership Plan 2022/23		
<b>Key control</b>	N/A		
<b>Action required</b>	For information		
<b>Previously discussed at/ informed by</b>	<ul style="list-style-type: none"> <li>Membership Plan Delivery Group</li> <li>Board of Directors</li> </ul>		
<b>Previously approved at:</b>		<b>Date</b>	
	Board of Directors	11 May 2023	

### Background and Situation

In November 2021 the Board of Directors approved the Membership Plan for the Foundation Trust. The plan set out a series of objectives for the Trust, to continue to maintain, grow and engage with its membership, including the actions that it will take to meet these objectives.

Three core themes form the basis of the plan:

- Engagement/Involvement
- Communication
- Recruitment

The objectives set within the plan and the subsequent actions are centred on the above themes.

### Membership Plan Delivery Group

In approving the Membership Plan the Board also approved the establishment of a Membership Plan Delivery Group to oversee the delivery of the plan including the agreement of the timescales for the completion of the actions.

The membership of the Group currently comprises:

- Julie Lawreniuk, Non-Executive Director
- Khalid Choudhry, Public Governor Keighley
- Raquel Licas, Staff Governor Nursing and Midwifery
- Kez Hayat, Head of Equality, Diversity and Inclusion, Human Resources
- George Reynolds, Patient and Public Engagement Officer

Members of the Corporate Governance team provide support to the Group and manage the delivery of the actions.

During 2022/23 the Group met on five occasions.

In March 2022 the Membership Plan Delivery Group agreed target dates for the delivery of the actions (as reflected in Appendix 1) along with three key ambitions (with the target date for the ambitions set for the end of March 2023):

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- Increase the number of members with email addresses (target: 1,000)
- Recruit more new members from the Keighley public membership constituency (target: 100)
- Recruit more new members aged between 16 and 22 (target: 100)

### Progress report on the delivery of the Membership Plan 2022/23

The progress report against the 2022/23 plan is attached at Appendix 1. The key highlights include:

- Regular monthly communications to our public and patient members with email addresses have been established.
- Increase in staff communications via 'Let's Talk' and the global email.
- Updates to the induction programme to raise the profile of membership and our staff governors.
- The development of our intranet pages to promote our staff governors.
- The development of our membership and governor web pages.
- Activities for member involvement / engagement promoted through member communications.
- Governor elections have involved a full campaign for our public and staff elections which concluded in May 2022.
- Updates to the online joining form and the launch of the 'email updater' and a 'member portal' to support members in controlling their own data.
- The publication of the governor toolkit to support governors in the delivery of their role with members and the public.
- Mailshot to approximately 35,000 of our members to encourage them to use the email updater and subsequently the membership portal to amend their data.
- Regular monthly stands established in BRI and St Luke's to promote 'Membership and the role of a Governor' (started in April 2023).
- A wide range of promotional items, leaflets and banners are now available.

The Membership Plan Delivery Group concluded that overall, excellent progress has been made in year as evidenced from the outcomes listed on the action plan. However, there remained a number of key areas that require further focus and time to enable the achievement of the ambitions set.

Of the three ambitions set, the position as at March 2023 was as follows:

- There has been an increase in the number of people with email address by 934 (against the ambition of 1,000)
- We have not recruited any new members in the public membership constituency of Keighley
- We have not recruited any new members between the ages of 16 and 22

Whilst we almost achieved the target for email addresses, we failed in the aims of increasing new members within the Keighley constituency and in recruiting new members between the ages of 16 and 22. This is in part due to the focus, time and resources applied to building a communications and engagement infrastructure which is developing. With regard to the Keighley membership constituency, engagement has taken place to utilise networks within that community - this is however in the early stages and has not as yet translated into encouraging people to register as members of the Trust. With regard to seeking younger members, we are developing links with the Trust's Widening Participation team and through this collaboration we do expect to see some positive breakthroughs here with regard to the steady annual recruitment of younger members in 2023/24.

The following key reports are attached for reference.

- Appendix 1: Year end progress report with regard to the delivery of the Membership Plan 2022/23 (shared with Board in May 2023)

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- Appendix 2: BTHFT Foundation Trust Membership Profile - June 2023

### Membership Plan Objectives and Ambitions for 2023/24

The Membership Plan Delivery Group recommended to the Board that the core themes and objectives identified within the Membership Plan 2022/23 should roll over into 2023/24 and that the following two ambitions should be retained for 2023/24:

- Recruit more new members from the Keighley public membership constituency (target to achieve is 100)
- Recruit more new members aged between 16 and 22 (target to achieve is 100)

These were approved by the Board in May 2023.

### Governor Membership of the Membership Plan Delivery Group

The Group has concluded that it would benefit from other governors joining this group. Any governor wishing to join is asked to contact the Corporate Governance team via email at [corporate.governance@bthft.nhs.uk](mailto:corporate.governance@bthft.nhs.uk) by close of Friday 18 August 2023.

### Recommendation

The Council of Governors is asked to note:

- the progress made with regard to the delivery of the Membership Plan 2022/23;
- the roll-over of the core themes and objectives to 2023/24 along with the confirmed ambitions for 2023/24; and
- the invitation for more governors to join the Membership Plan Delivery Group.