

Membership Plan 2023-24

Introduction

This plan sets out a series of proposed 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. It also describes how the Trust will evaluate the delivery of the plan.

Three core themes were identified by the Membership Plan Delivery Group (comprising a Non-Executive Director, Governors, key trust staff including the Corporate Governance team) and used to form the Membership Plan for 2023-24. The objectives and subsequent actions are centred on these themes:

- Engagement/Involvement
- Communication
- Recruitment

Engagement/Involvement Objective: To enable all members to influence the strategic direction of our Trust and help shape the services that our Trust offers

The Trust aims to ensure that members have a good range of opportunities to influence the Trust's strategic direction and, the services offered. The plan makes a distinction between staff members and public and patient members. It also recognises the need to provide tailored resources to support Governors in engaging with their constituencies.

Communication Objective: To inform members about developments at our Trust and the healthcare matters that matter most them

Effective, regular and tailored communication with our members is an important part of building open and honest dialogue. With a membership of over 40,000 (public, patients and staff) in total, the Trust will take steps to streamline the way in which we communicate to all members, and ensure that we provide information on areas of identified interest and make use of easy read formats where required.

Public and Patient Recruitment Objective: To maintain a membership that is representative of the communities we serve

The Trust has a large public and patient membership, however it is recognised that there are areas where membership is under-represented in terms of numbers such as in Keighley, and amongst our younger population. Work will be undertaken to actively engage with identified under-represented groups. These groups will be prioritised with actions and outcomes assessed.

The subsequent actions from the membership plan delivered in 2022 were aimed at supporting the achievement of the overall objectives of the membership plan (as outlined above), however, the Membership Plan Group did not expect the overall objectives to be fully achieved during 2022. A paper was presented to the Board of Directors in May 2023 reporting on progress towards the achievement of the objectives and the ambitions in 2022.

The Board agreed that the objectives previous set will remain in place for 2023-24 which will build on the work commenced in the previous year.

Revised ambitions were agreed with the Board of Directors for 2023-24.

Ambitions for the Membership Plan 2023/2024

The key ambitions are:

- 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)

The action plan is presented below.