

Membership Strategy

2024 - 2027

**Our vision for supporting and
engaging with our members and
the public we serve**



**University Hospitals
Bristol and Weston**
NHS Foundation Trust

Our vision

“To develop and maintain an engaged membership to help shape the future of UHBW.”





Membership Strategy

Foreword from Ingrid Barker Trust Chair

“Thank you for taking the time to find out about membership at our Trust. Our job is to provide the best quality and safe healthcare to those in need of it in Bristol, North Somerset and South Gloucestershire. As a Foundation Trust it is important that we are connected to and have representation from the communities of the people that we serve. Becoming a member of University Hospitals Bristol and Weston NHS Foundation Trust is a great way to support, find out more, or get involved in the work of our hospitals. Anyone can become a member if you are over seven years of age and live in England or Wales. As a member, you have the opportunity to share your thoughts and ideas about the way we deliver care to the people of Bristol, North Somerset and South Gloucestershire. You can

be involved as much or as little as you like, from simply receiving newsletters and voting papers to joining our events, having your say on our services or standing for election as a Governor. It is free to become a member and you can opt out any time.

To join the Trust please use the “become a member” form on our website at <https://tinyurl.com/4mfks4fb>. Alternatively, if you would prefer us to send you a form in the post,

or if you have any questions about membership, call the membership office on 0117 342 3764, email foundationtrust@uhbw.nhs.uk.



Why should I become a member?

Members stay updated with our plans for the future and give us your views and opinions

Members receive a monthly email newsletter with news from around our hospitals

Members can sign up to Health Services discount

Become a Member of our Trust

Becoming a member of University Hospitals Bristol and Weston NHS Foundation Trust is a great way to support, find out more, or get involved in the work of our hospitals. Anyone can become a member if you are over seven and live in England or Wales.

Our Trust was first authorised as a Foundation Trust in 2008. NHS Foundation Trusts are part of the NHS and provide healthcare according to core NHS principles: free care, based on need and not ability to pay. Foundation Trusts have a degree of independence from the Department of Health and Social Care which means they can take certain managerial and financial decisions themselves and have more control over their own finances. Nevertheless, they are subject to statutory requirements and have a duty to exercise their functions effectively, efficiently and economically.

Members and Governors

At the heart of the NHS Foundation Trust model is local accountability. A Foundation Trust must have a membership, and patients and local people who want to get more involved in their local health service can sign up to become Foundation Trust Members. At UHBW, staff are automatically members unless they choose to opt out. Public and staff members can elect Governors to represent them on the Trust's Council of Governors. This means that as a Foundation Trust we are accountable to the local community, the patients we care for and the staff we employ through our Council of Governors.

The relationship with the Board of Directors

The Board of Directors are responsible for the running and management of the Trust. The Board is made up of Executive Directors, who are full time senior staff, plus an independent Chair and Non-executive Directors who hold part-time positions. The Council of Governors hold the Non-executive Directors to account for the performance of the Board.

Members are invited to events and Annual Members Meeting

Members can take part in focus groups and other activities to help improve services

Members receive invitations to our Trust events such as Health Matters Events



Where we are now

Awareness

- We now have a membership of circa 16,300 staff members and 3,152 public members.
- We have successfully increased awareness of our membership at Weston General Hospital, and we have new Members, public and staff Governors to represent the North Somerset constituency.
- Our membership is broadly representative of the community we serve.

Communication

- We have increased our electronic communication reach to 62% of members.
- We have enhanced the use of social media to get key messages out to our members.

Engagement

- We delivered a programme of Health Matters Events to our members on key health topics.
- We improved mechanisms for governors to feedback questions from our members via the 'Governors' Log of Communications'.
- We now attend the Trust's 'Induction Marketplace' to showcase the Staff Governor role to our new recruits.
- We have joined a Foundation Trust Membership and Engagement network across the UK to share ideas with other Foundation Trusts on membership engagement.
- We have delivered a Governor Development Programme that aimed to focus on strategic health priorities for Bristol, North Somerset and South Gloucestershire and the Trust forward plans/priorities.



Where we want to be - our membership objectives

The new membership strategy will seek to address ways to create a sustained and engaged membership over further recruitment and growth. The new strategy will run from 2024 – 2027 and will aim to show members that their contributions towards the development of the Trust are valued.

Collaborative

Better together



Raising awareness

Collaborate with system and local partners to raise awareness of the membership of the Trust with the aim to be reflective and representative of the local population.

Innovative

It can be done



Communication

To improve the quality of communication with members, finding more creative and innovative ways to reach and communicate with members so that they can better engage with the work of Governors.

Respectful

Listen to learn



Engagement

Harness the experience, skills and knowledge of members who wish to be more active to support and influence the development of the Trust to achieve its objectives and improve services.

Supportive


Be there



Development

To develop the role of the Governor to meet and exceed the statutory duties and to be reflective and representative of our diverse communities.

1. We are Collaborative

Objective	We will:
<p>Collaborate with system and local partners to raise awareness of the membership of the Trust with the aim to be reflective and representative of the local population.</p> 	<ul style="list-style-type: none">➤ Explore the idea of providing membership opportunities to staff leaving the organisation to stay updated with the future direction of the Trust.➤ Attend partner events to promote the Trust's membership with leaflets and posters and electronic 'in the moment' sign-up capabilities.➤ Work with internal teams to promote membership to South Gloucestershire residents in line with the planned Group Model working between UHBW and North Bristol NHS Trust.➤ Simplify the process for becoming a member and ensure the sign-up form is accessible and well publicised.➤ Refresh our membership recruitment material to make this more impactful and engaging. This will include developing new membership posters, postcards and other materials to assist in recruiting new members.

2. We are Innovative

Objective

To improve the quality of communication with members, finding more creative and innovative ways to reach and communicate with members so that they can better engage with the work of Governors.



We will:

- **Update our website and social media pages more regularly** with easier to access details on events and information and increase our online presence.
- **Increase our registered email address members from 62% to 80%.** We will work to reduce our carbon-footprint and costs by reaching our members by email and other sustainable methods.
- **Investigate alternative methods of reaching members without a registered email address.** We will consider new ways to reach these members, such as postcards and postal invitations to events.
- **Explore new formats for our monthly Newsletter.** Improve the presentation and quality of monthly membership newsletters to better engage with our members.
- **Develop more accessible ways for staff to reach out to Staff Governors.** We will explore opportunities with our internal teams to promote this forum.
- **Track attendance at events and meetings.** We will track the number of members who attend our meetings and events, as well as the level of participation in discussions and activities.

3. We are Respectful

Objective

Harness the experience, skills and knowledge of members who wish to be more active to support and influence the development of the Trust to achieve its objectives and improve services.



We will:

- **Understand levels of membership participation at events and meetings.** We will record how active members are at meetings and events to understand how involved members want to be.
- **Improve opportunities for members to give their views.** We will strengthen the ways members can engage with the Trust and with our Governors through participation in events, community drop-in events, opportunities to send questions, and surveys.
- **Continue to organise and promote the Trust's Health Matters Events.** We will utilise staff networks and community networks to promote our events. We will record the number of members attending and seek feedback from members to support the Trust in achieving its objectives and services.

4. We are Supportive

Objective	We will:
<p data-bbox="219 386 759 596">To develop the role of the Governor to meet and exceed the statutory duties and to be reflective and representative of our diverse communities.</p> 	<ul style="list-style-type: none"><li data-bbox="868 386 2254 468">➤ Deliver bespoke training programme for Governors on statutory duties and how to effectively fulfil each one.<li data-bbox="868 515 2254 639">➤ Deliver hospital tours for Governors to provide Governors with more ability to talk to constituents and develop knowledge and context on the work that is being discussed at meetings and events.<li data-bbox="868 686 2254 811">➤ Refresh our Governor recruitment materials and ensure areas are stocked with information about the role and opportunities to provide feedback to the Trust via the Governors.<li data-bbox="868 858 2254 1029">➤ Improve the communication between staff members and their staff governor representatives through the Trust's internal communications channels, staff induction events, and meetings. Improving these channels will enable staff governors to canvas and feedback staff views to the Trust and Council of Governors.<li data-bbox="868 1076 2254 1158">➤ Explore the idea of providing membership opportunities to staff leaving the organisation to stay updated with the future direction of the Trust.

Measuring the Strategy

To ensure that our efforts to promote a more active and involved public and staff membership have been successful, the Council of Governors is responsible for the delivery of the strategy, and Governors will take an active role in monitoring the implementation. Regular reports will be made to the Membership and Constitution Group on the progress being made. The principal ways in which we will assess the success of the strategy will include:

- ▶ Regular summary membership reports including number of members by constituency, numbers of new members joining and leaving and a breakdown of public membership by age, gender, ethnicity and socio-economic classification. This breakdown will show if the membership base is aligned with the demographics of the catchment areas – and if it is not the Group can determine actions to address this. The membership breakdown is also reported annually to Council of Governors.

- ▶ Measure and increase the open rates for monthly membership newsletters sent via email.

- ▶ Number of attendees at membership events to be increased from a current average of 20 people per event to 30 people per event.

- ▶ Number of members standing for election to increase to 1% of each constituency (Bristol: 18, South Glos: 7, North Somerset: 7, Rest of England and Wales: 6).

- ▶ Track and increase the number of member questions raised via the Governors' Log, public Council of Governors meetings and Annual Members Meetings.



Help us make a difference that matters to the lives we touch

For more information on becoming a member, or to join online today:

<https://www.uhbw.nhs.uk/p/working-with-us/become-a-member-of-our-trust>



Membership Constituencies

