



**Wrightington, Wigan and
Leigh Teaching Hospitals**
NHS Foundation Trust

Membership Engagement Strategy 2023 - 2026

Contents Page

Introduction

1. Membership

- 1.1. Current membership
- 1.2. The Council of Governors
- 1.3. Purpose
- 1.4. Membership recruitment and composition
- 1.5. Levels of membership

2. Communication and Engagement

3. Membership Analysis and Reporting

- 3.1. Membership profile analysis
- 3.2. Reporting
- 3.3. Corporate support

Introduction

This strategy provides a framework for development of and engagement with the WWL membership, the Greater Manchester community and wider, to assist us in meeting the needs of those we serve.

Whilst we recognise the importance of ensuring that the views of our staff members are represented, the makeup and diversity of our staff body is a matter considered by our 'people' directorate and so is not the focus of this strategy.

This strategy was drafted in consultation with the Council of Governors, who will monitor its effectiveness and ensure that it remains meaningful and relevant.

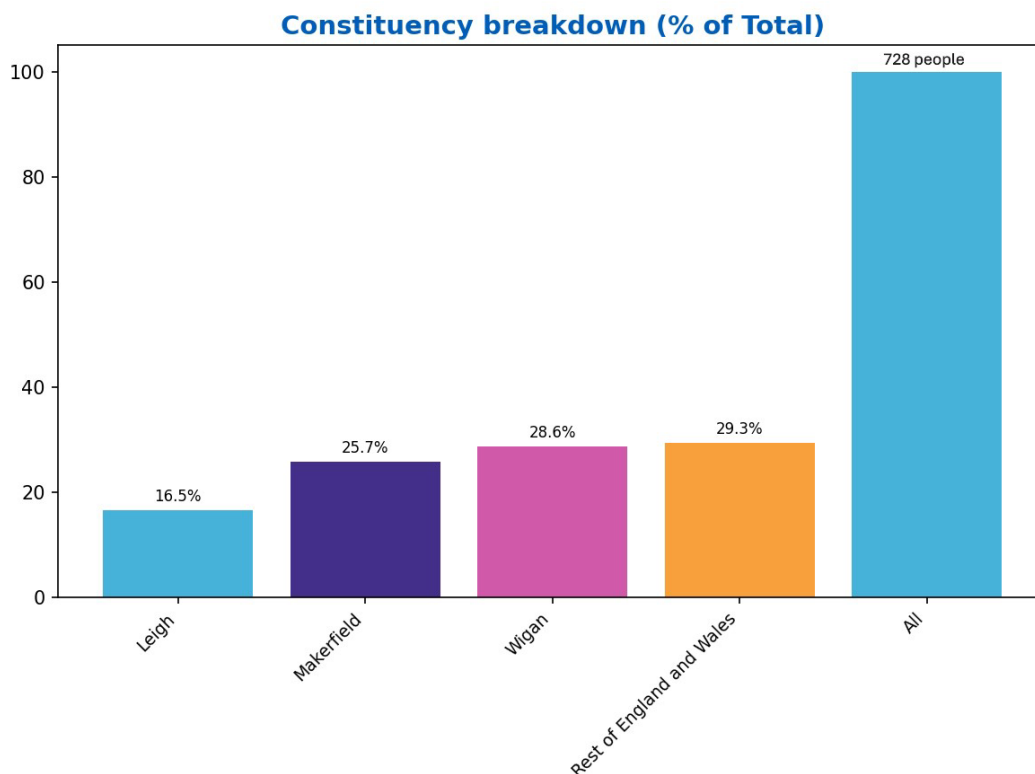
It will be supported by an annual engagement events schedule, detailing planned initiatives for membership recruitment and engagement.

1. Membership

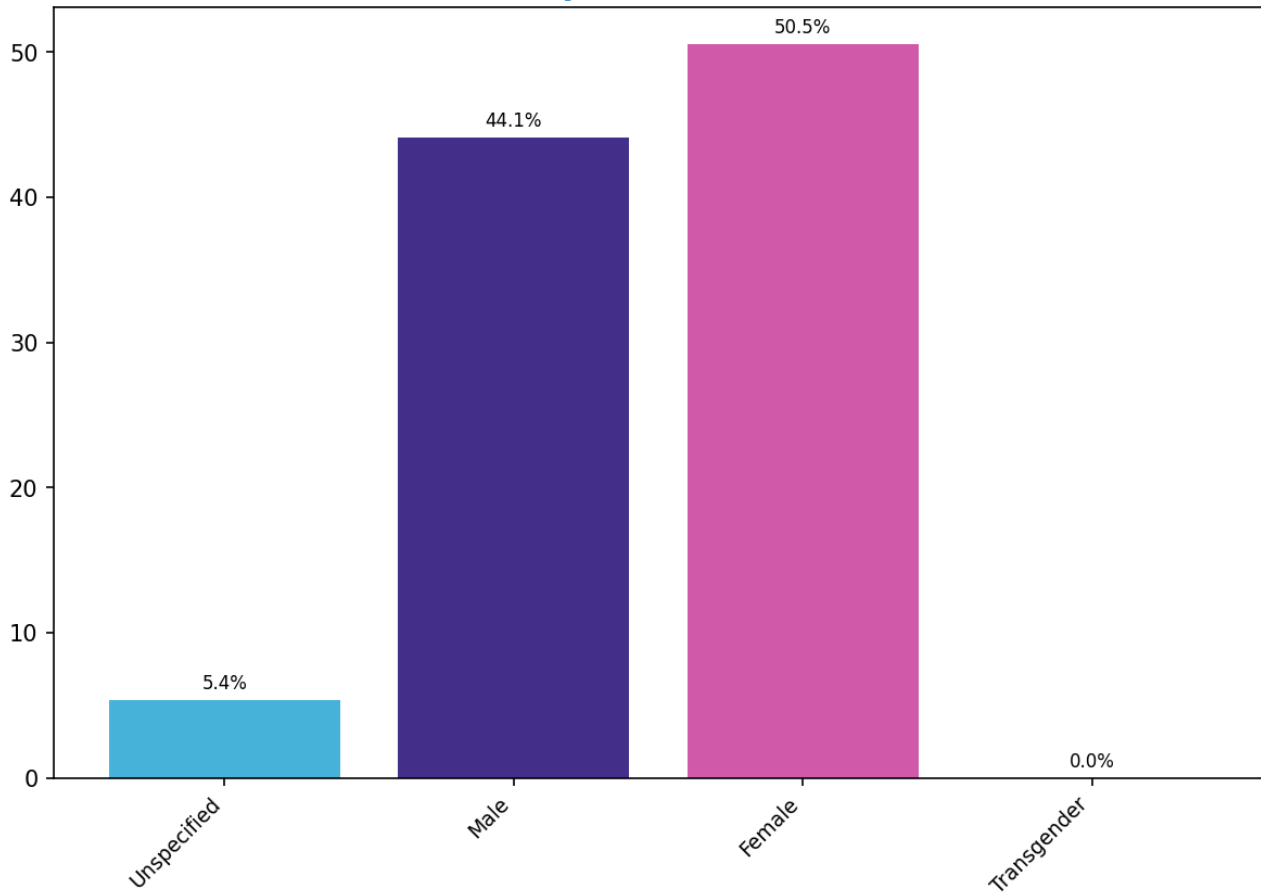
1.1 Current public membership

Our priority is to maintain an engaged membership, in contrast to a larger but potentially unengaged membership. Whilst we are not seeking to reduce the number of public members, there is a financial impact of having a large membership and the need to be prudent with public funds must be borne in mind.

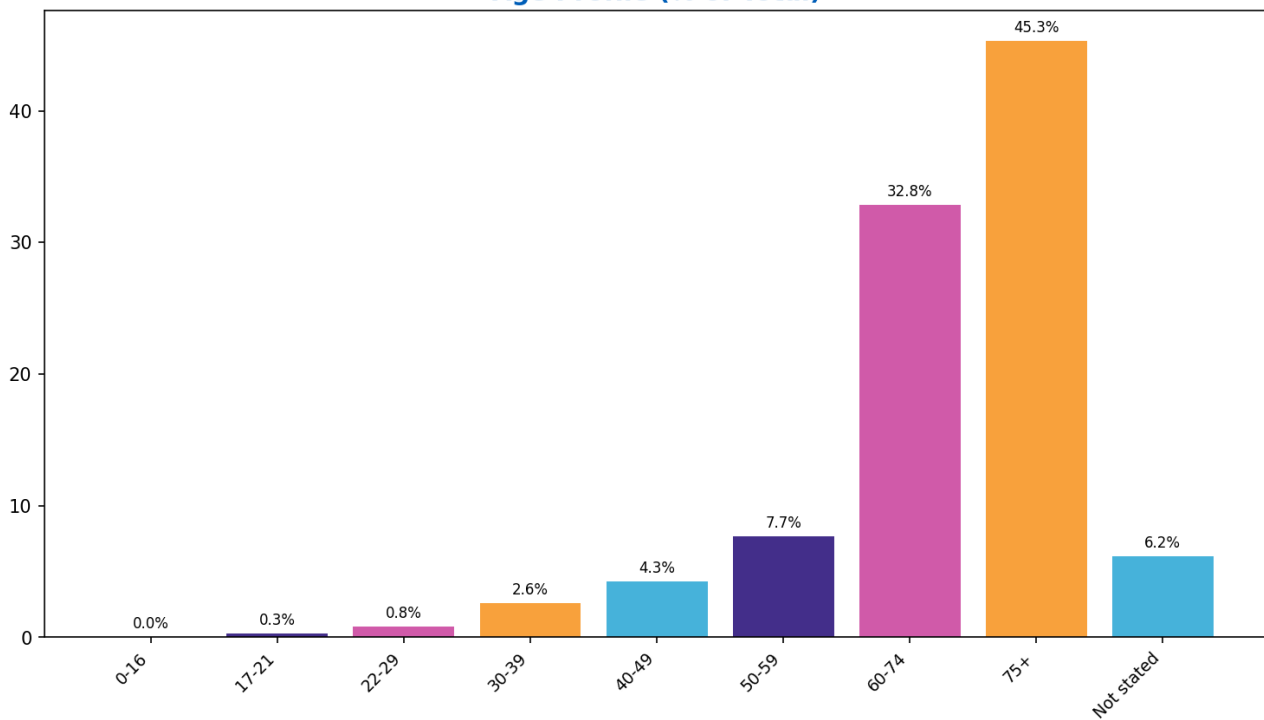
The Trust captures data on a range of public member characteristics, to allow for effective monitoring of representation against the local population. The key characteristics that are captured are set out in the charts which follow.



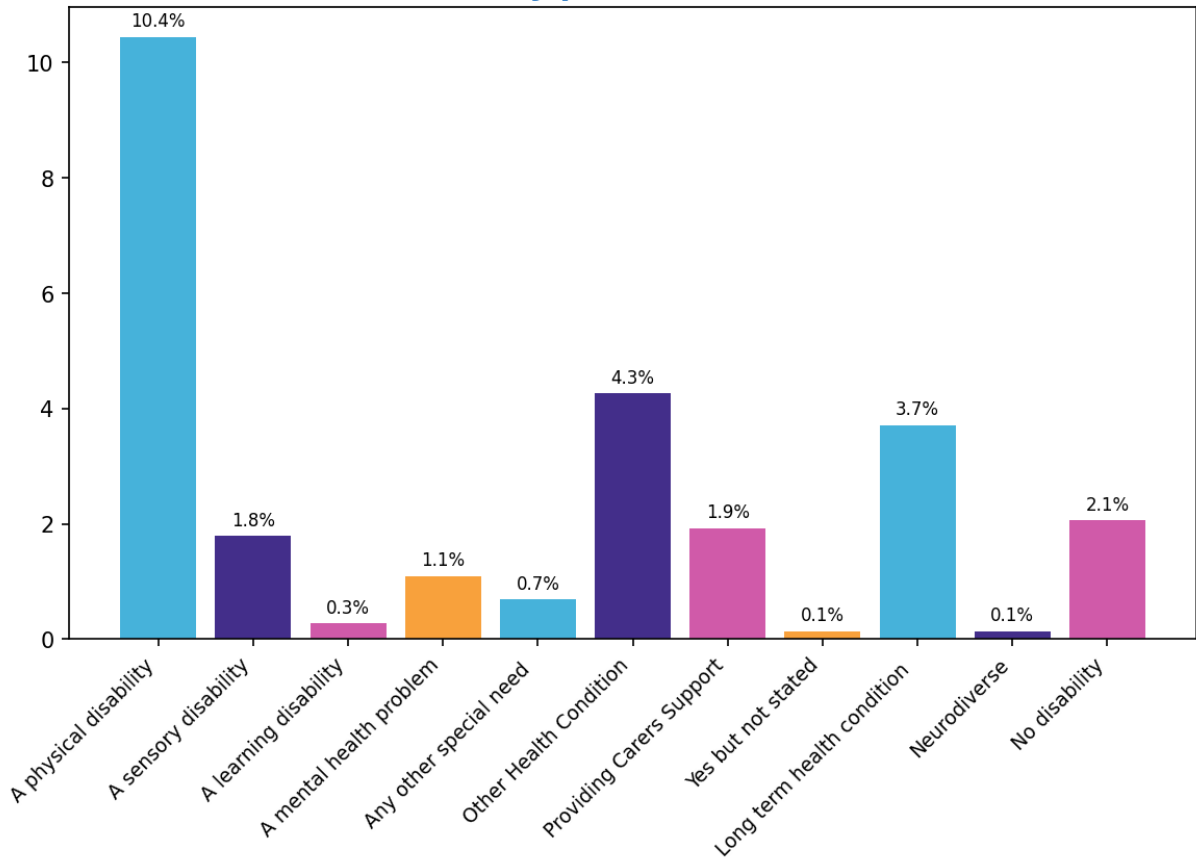
Gender profile (% of Total)



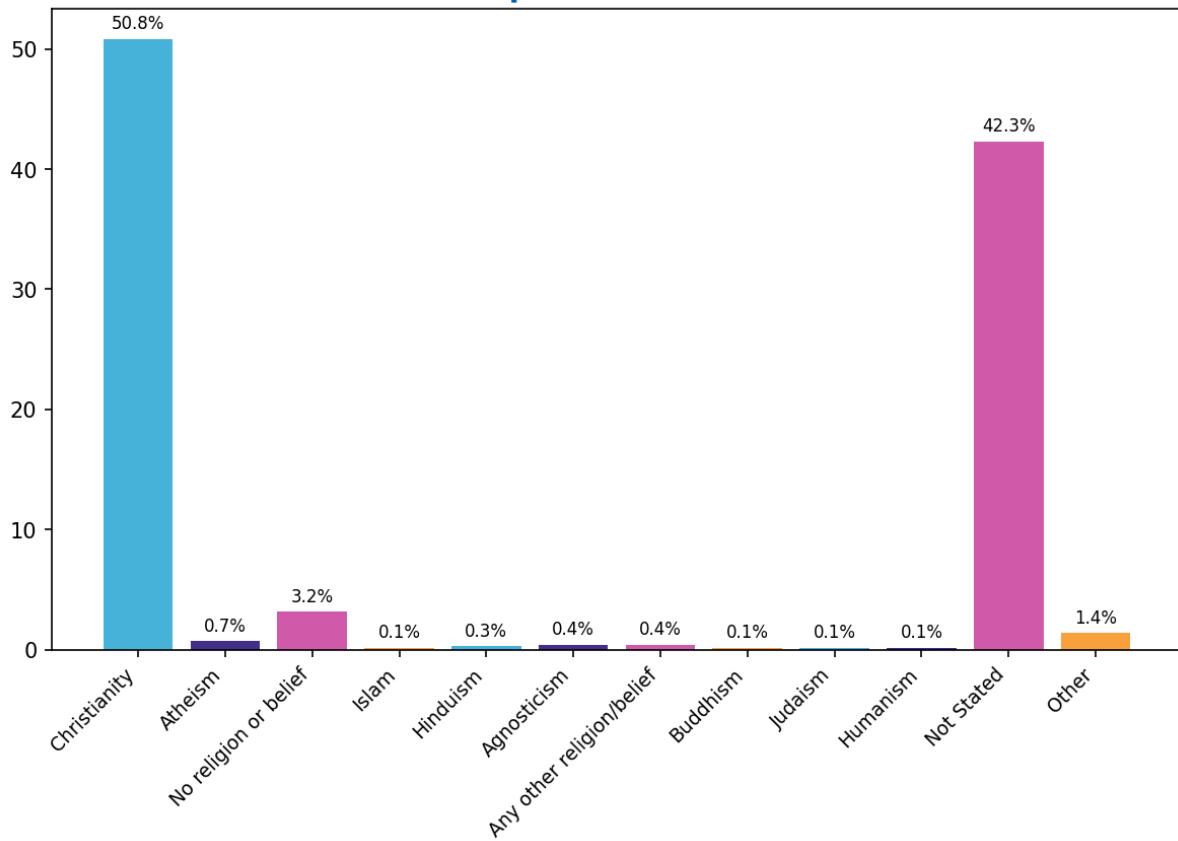
Age Profile (% of Total)



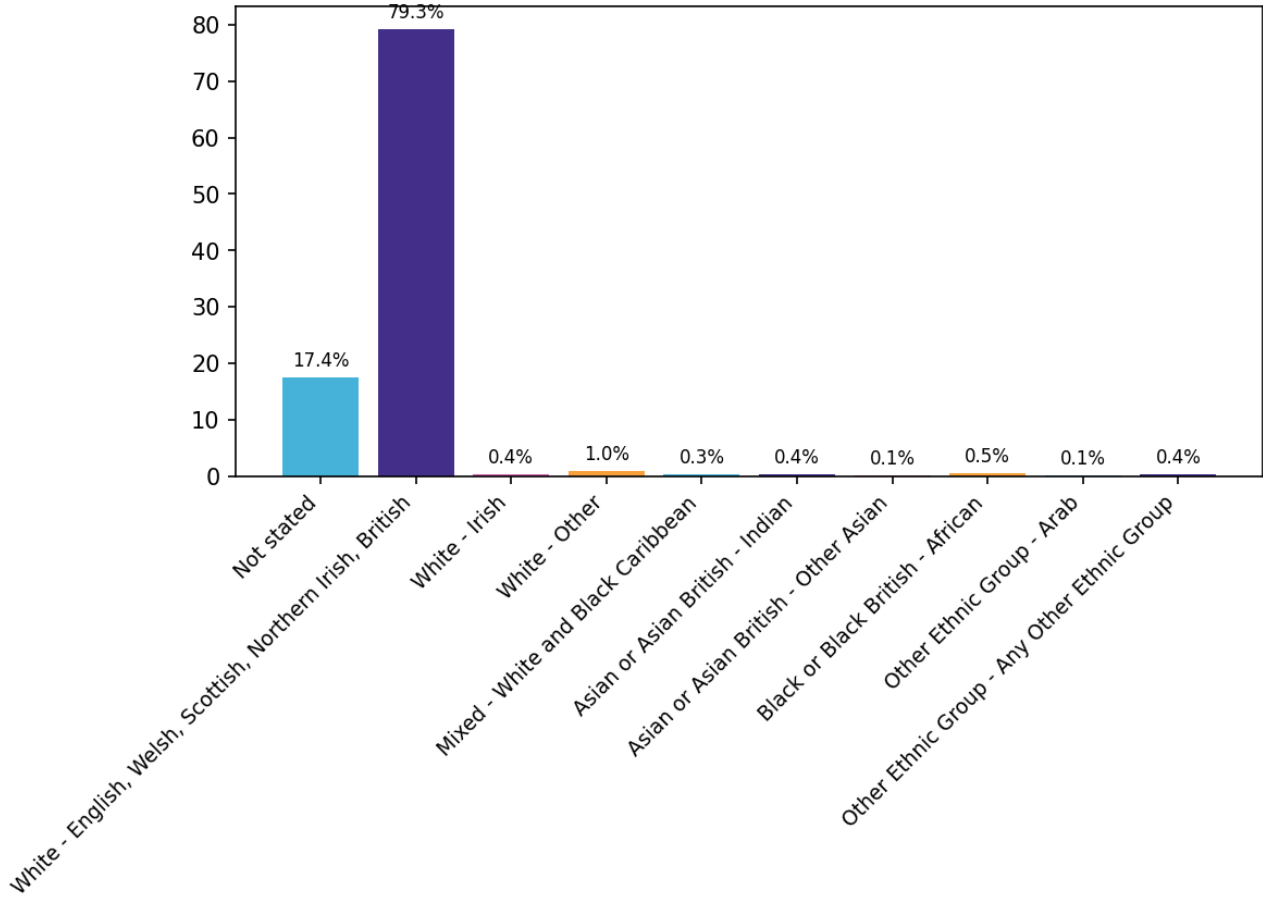
Disability profile (% of Total)



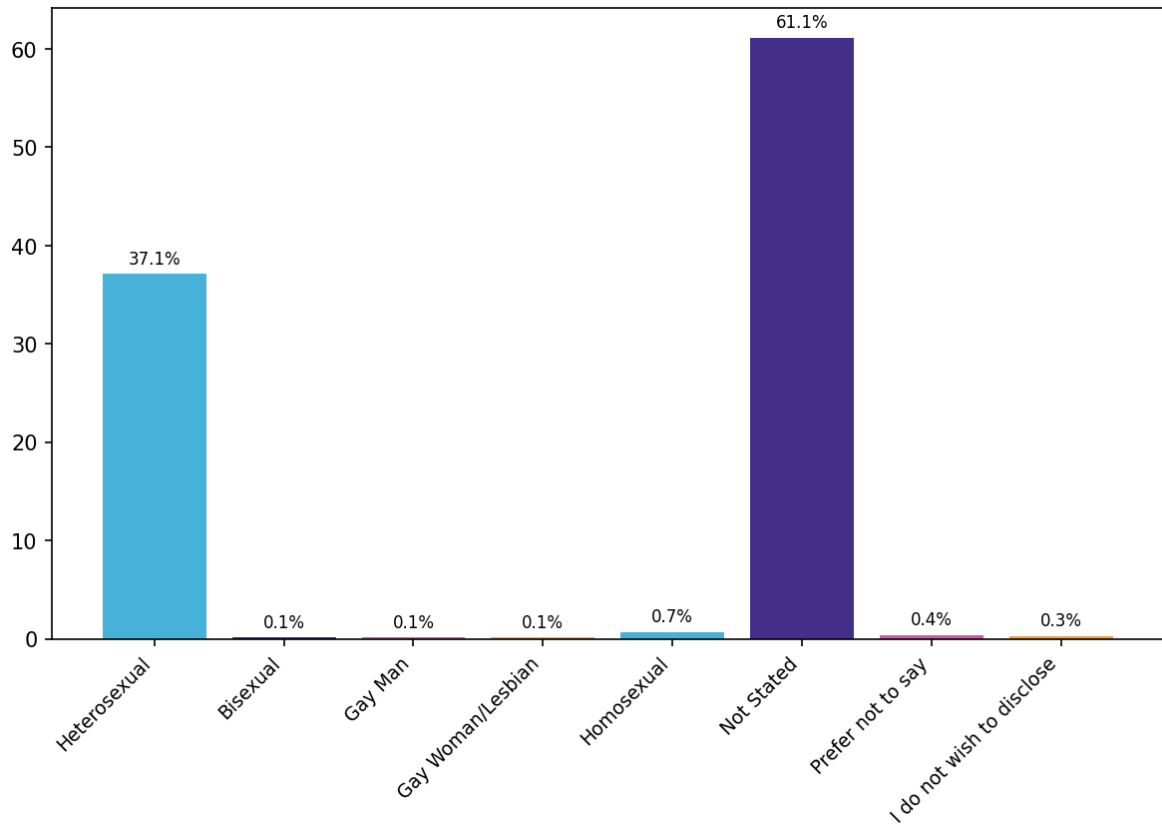
Faith profile (% of Total)



Ethnic profile (% of Total)

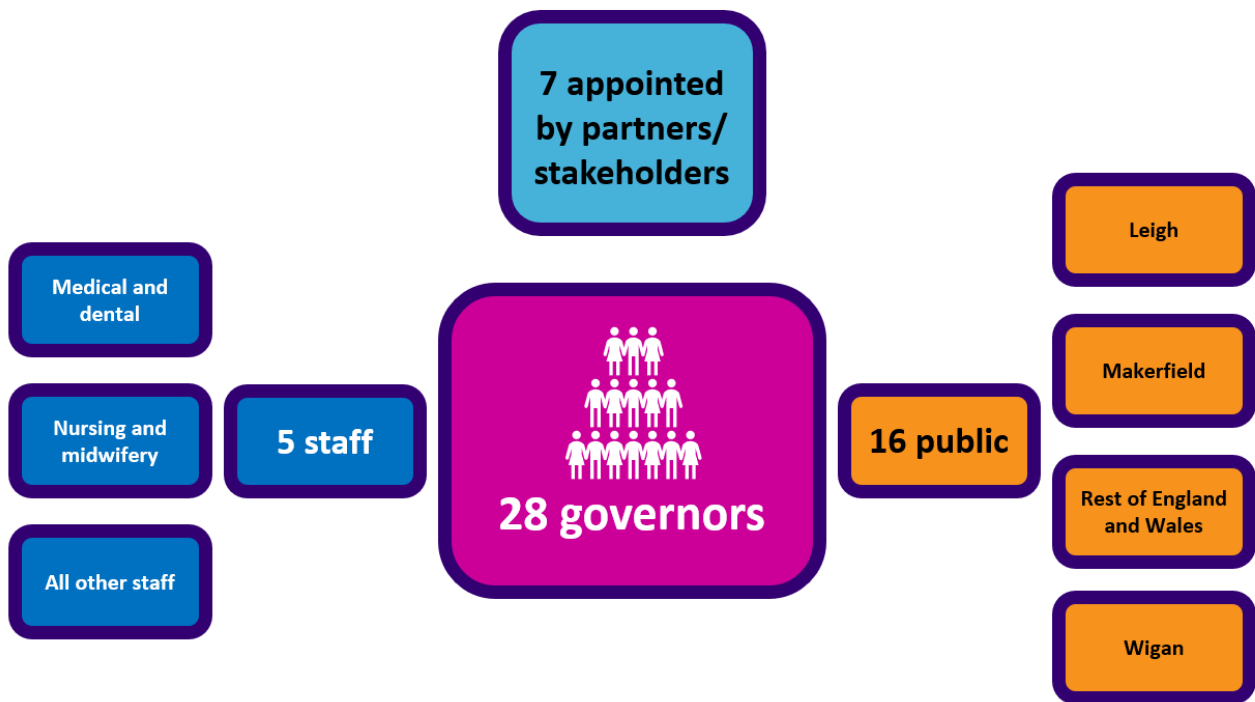


Sexual orientation (% of Total)



1.2 The Council of Governors

The Council of Governors represent the eight constituencies set out within our constitution. They have the responsibility to represent the interests of members of the public and to engage and maintain the membership, supported by the Corporate Affairs Team. The Council of Governors will review and revise this strategy as necessary but in any event, every three years.



1.3 Purpose

The Corporate Affairs Team will support the process through which we engage with staff members, organisational stakeholders and the wider community, whilst complying with our statutory duties. The strategy will act as a vehicle to support the development and improvement of the standard of care and treatment provided, through engagement with current and potential future service users.

To facilitate development of the membership, the Council of Governors will identify an annual overarching strategic objective.

1.4 Membership recruitment and composition

A number of important principles underpin our membership related activities:

- Our priority is to maintain an engaged membership, without a focus on our overall number of members;
- The public membership should be representative of the population that we serve

- We offer a variety of involvement opportunities to suit the varying interests and priorities of members
- A simple, accessible and well publicised process exists for individuals wishing to become members
- Membership is encouraged amongst staff
- A public membership databases is maintained to support membership development

2. Communication and engagement

It is important to facilitate two-way communication with members and provide opportunities for them to add value to the services provided, as well as feedback on their own experiences.

A wide range of communication methods will be utilised to meet the strategy's aim(s), these may include:-

- Joint initiatives with the local voluntary and community sector and patient groups e.g., pharmacies, GPs, libraries
- Website advertisements
- Internal promotions / communications for staff
- Local community events
- Engagement with education providers e.g. colleges and universities
- Use of social media posts / tweets / Instagram etc.
- Governor stands at Trust open days and community events
- Public engagement events on a wide range of health related topics to encourage wider public participation, hosted across all sites as well as virtually
- Meetings of the Council of Governors and the Board of Directors, held in public, plus the Annual Members' Meeting.
- A regular electronic membership newsletter and other ad hoc emails
- Staff Governors' noticeboards and post-box
- WWL News email and use of internal staff intranet

3. Membership analysis and reporting

The Council of Governors is responsible for reviewing and understanding the current membership position and providing input to guide membership engagement and development in accordance with this strategy. Further, it is responsible for overseeing progress made in accordance with the aim(s) of the strategy.

3.1 Membership profile analysis

Analysis of the membership profile is required to aid identification of underrepresented areas. This analysis will form the basis for targeted membership recruitment and membership maintenance.

3.2 Reporting

The Council of Governors will receive an annual report on the membership profile.

To assist in monitoring the level and quality of our membership engagement activities, the Council of Governors will:

- Report biannually on what engagement activities it has been involved in;
- Receive an annual engagement events schedule, assigning a governor lead for each event.

Within our Annual Report, we will report on the key engagement and recruitment activities that have taken place to support this strategy.

3.3 Corporate support

The Corporate Governance Officer will author the annual engagement events schedule and be responsible for organising the events listed therein. They will also attend Council of Governors meetings to contribute to and support discussions concerning membership engagement.

Queries and concerns relating to this strategy should be reported to the Corporate Governance Officer and then addressed as appropriate.