

9 July 2024

# Membership Engagement Plan

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**Community Engagement Manager**



## The Beginning

- Summer 2022 began the project – much bigger than we thought
- Governors keen to bring people back together
- Membership Strategy out of date
- Field work with other Trusts
- Task and Finish Group set up, discussed and agreed the Vision, the Outcomes and the priorities
- Survey and Big Conversations

### The survey was based on three themes:

- Membership
- TrustTalk
- Meetings and sent to all members via Trusttalk and email

### Big Conversations:

- Spoke with members – focused on why did you become a member?



**We care**  
**We respect**  
**We are inclusive**

## The Middle

### Survey and Conversation outcomes:

- Information gathering
- Improving services
- To become a Governor
- Learning about the NHS
- Sharing information

With the feedback and a magic wand (and a couple of iterations!) our plan was developed

- One page and a not a strategy – Membership Engagement Plan
  - Approved by the Task and Finish Group, Council, Board and
  - Has become a standing Agenda item at the Comms and Engagement Committee as well as Council Meetings
- Play Video of RF – to follow



**We care**  
**We respect**  
**We are inclusive**

## But no End.....

- Proud, loud and not afraid to share!



Ask about the  
#ELFTPromise

**We care**  
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