

UNIVERSITY HOSPITALS BIRMINGHAM NHS FOUNDATION TRUST

COUNCIL OF DIRECTORS

THURSDAY 13 SEPTEMBER 2018

Title:	MEMBERSHIP ENGAGEMENT, RECRUITMENT AND COMMUNICATIONS UPDATE
Responsible Director:	Fiona Alexander, Director of Communications
Contact:	Fiona Alexander, Director of Communications (x14325)

Purpose:	To update the Council of Governors on the status of membership following merger
Confidentiality Level & Reason:	N/A
Medium Term Plan Ref:	Affects all strategic aims
Key Issues Summary:	<ul style="list-style-type: none">• Context• Baseline summary• Next steps
Recommendations:	The Council of Governors is requested to NOTE the update

Signed: Fiona Alexander	Date: 4/09/2018
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**MEMBERSHIP ENGAGEMENT, RECRUITMENT AND
COMMUNICATION UPDATE
PRESENTED BY DIRECTOR OF COMMUNICATIONS**

1. Background – overview of membership prior to merger

Up until 1 April 2018, University Hospitals Birmingham (UHB) and Heart of England (HEFT) foundation trusts, each held their own membership and ran respective membership programmes.

UHB's membership consisted of three constituencies; patient constituency; public constituency replicating parliamentary constituencies and including a Rest of England category; and a staff constituency.

HEFT's membership consisted of two constituencies; a staff constituency and a public constituency, and offered its public members three levels of membership depending on their preferred level of involvement.

At 31 March 2018, UHB and HEFT's membership stood at 24,153 and 26,849 respectively, providing an overall combined membership of 51,002. A breakdown of each trust's membership is provided below:

UHB Membership up to 31 March 2018		
Constituency	Total at 31/03/18	%
Public	10,988	45
Patient	3,557	15
Staff	9,608	40
Total Membership	24,153	100

HEFT Membership up to 31 March 2018		
Constituency	Total at 31/03/18	%
Public	16,146	60%
Staff	10,748	40%
Total Membership	26,894	100%

To better represent the new organisation's landscape, public constituency boundaries were redrawn to ensure equity in scale and to remove areas of duplication which arose from overlap in the previous trusts' catchment areas.

In preparation for the merger and to comply with GDPR guidelines, members were written to, to inform them of the impending merger and the associated implications, and to give them opportunity to choose to remain a member or to opt out.

1.2 Post merger – 1 April onwards

Following the merger on 1 April, membership was consolidated to create one combined membership consisting of two constituencies – public and staff. All members who previously fell into the ‘patient’ constituency were moved to their corresponding public constituency category as outlined in the pre-merger communications.

Governor elections were held over the summer to realign membership boundaries and provide appropriate representation for the public constituencies.

As of 1 September 2018, the new combined membership stands at:

Constituency	31/08/18	%
Public	29,237	59
Staff	20,366	41
Total Membership	49,603	100

1.3 Next steps

The next step is to develop a detailed membership engagement, recruitment and communication plan in conjunction with the Council of Governors through a dedicated Task and Finish Group.

This plan will then be implemented via the Communications team with support from the Council of Governors and monitored.

1.3.1 Principles of membership engagement, recruitment and communication

1.3.2 The guiding principles of the strategy will be to;

- Maintain existing membership numbers to no less than 48,500 through co-ordinated recruitment and retention activity
- Ensure there are appropriate and effective methods of communication and engagement
- Ensure that the membership is reflective of the diverse population it serves

Members are, and will continue to be, engaged with and involved in Trust life through inclusion in a variety of groups and activities such as the Volunteer Committee and Patient, Carer and Community Councils.

1.3.3 The primary methods of communication and engagement are:

- Monthly membership e-bulletins
- Annual newsletter

- Monthly Health Talks at Heartlands, Good Hope, Solihull and Queen Elizabeth hospitals
- news@UHB – Trust newspaper distributed through the four hospital sites
- Digital communication channels such as Trust websites and social media channels
- Membership Week at all sites – activities held over 5 days aimed at promoting membership
- Community-based activities such as drop-in sessions at GP surgeries, presentations to community groups and involvement in constituency events
- The inclusion of members on appropriate patient groups
- Governor-led drop-in sessions
- The Annual General Meeting

1.4 Further discussion

The membership engagement, recruitment and communication plan will be discussed at the Council of Governors meeting in December 2018.