

Blackpool Teaching Hospitals

NHS Foundation Trust

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		Status: Ratified
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Author / Originator and Job Title: Matthew Burrow, Head of Corporate Assurance		Risk Assessment: Score 8 - Amber
Replaces: Version 4 Membership Strategy CORP/STRAT/040	Description of amendments: New aim / objectives	
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<i>Review dates and version numbers may alter if any significant changes are made</i>		Review Date: 01/06/2019

Blackpool Teaching Hospitals NHS Foundation Trust aims to design and implement services, policies and measures that meet the diverse needs of our service, population and workforce, ensuring that they are not placed at a disadvantage over others. The Equality Impact Assessment Tool is designed to help you consider the needs and assess the impact of your policy in the final Appendix.

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1 PURPOSE

This strategy is designed to support the overall Trust Strategy and defines the membership community, sets out a series of objectives, the actions that it will take to develop systems and processes essential to establish, maintain and develop an active membership. The Trust Strategy is called 'Together We Can' and this is a fundamental driver for our Membership Strategy.

Blackpool Teaching Hospitals NHS Foundation Trust (the Trust) serves a large and diverse population providing acute and community care across the Fylde Coast and Lancashire. The Headquarters is situated in Blackpool. The Trust also provides a tertiary cardiac and haematology service to the residents of Cumbria and Lancashire and hosts the National Artificial Eye Service (NAES) on behalf of the NHS. (Regarding the historical NAES arrangement and the geographical diversity of its patients, whom are scattered all over England, we have taken advice and disallowed these patients from membership. However, the staff employed by NAES are eligible to become staff members).

2 TARGET AUDIENCE

The Trust is open to all people willing to accept the responsibilities of membership without discrimination. Through the Foundation Trust Membership, the Trust will work directly with people who have expressed an interest in the Trust.

3 STRATEGY

3.1 Aim

The Trust's five year strategy has a vision which states 'as a high performing Trust operating as part of an integrated care system we will provide high quality safe and effective care.' As a Foundation Trust, the Trust recognises that the Council of Governors directly represents the patients, staff and the local communities it serves and that building and encouraging membership involvement provides a real opportunity for people to influence the work of the Trust in particular in delivering this vision and wider healthcare landscape. In particular, our aims include:

- Encouraging quality engagement and communication with the Foundation Trust Membership;
- Increasing the quality of engagement with young people and ensuring the Trust represents the diversity of its population;
- Contribute to the development of engagement with Trust Volunteers;
- Improve the membership engagement package.

It is important that Foundation Trust Membership is seen to be relevant to all sections of the population. Every effort will be made to be inclusive in the approach to involvement, by striving to ensure that the membership community reflects the social and cultural mix of the defined constituencies.

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3.2 Membership Community

3.2.1 Constituencies

The Trust has two membership constituencies as detailed below:

- Public Membership.
- Staff Membership.

3.2.1.1 Public Constituency

All members of the public who are 12-years-old or over and who live within the boundaries of Blackpool, Fylde and Wyre Borough Councils, or the remainder of the Lancashire County area and the Cumbria County Council area are eligible to become members. Other members of the public who do not meet this criterion are eligible to become Affiliate Members.

3.2.1.2 Staff Constituency

All members of staff at Blackpool Teaching Hospitals NHS Foundation Trust and NAES are eligible to become members, if they have a permanent employment contract or who have worked for the Trust for at least 12 months.

3.2.2 Category of Membership

Members may only join the Membership in one category. Should a member of the public subsequently be recruited as an employee of the Trust, staff membership will supersede public membership.

3.2.3 Exclusions to Membership

A person may not become a member of the Foundation Trust if within the last five years they have been involved as a perpetrator in a serious incidence of violence at any of the Foundation Trust's hospitals or facilities or against any of the Foundation Trust's employees or other persons who exercise functions for the purposes of the Foundation Trust, or against registered volunteers.

3.2.4 Council of Governors

The Council of Governors represent the local and extended community currently shown below.

Public Elected Governors	Number
Blackpool	8
Wyre	4
Fylde	3
Lancashire and Cumbria	2
Total Public Elected Governors	17

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Appointed Governors	Number	Role
Blackpool Council	1	To represent key local non-NHS Local Health Economy partners
Lancashire County Council	1	To represent key local non-NHS Local Health Economy partners
University of Central Lancashire	1	To ensure strong teaching and research partnership and to represent other University interests
Lancaster University	1	To ensure strong teaching and research partnership and to represent other University interests
Blackpool, Fylde and Wyre Council for Voluntary Services	1	To engage and assist the Trust in identifying needs of the local community
Lancashire Care NHS Foundation Trust	1	To ensure representation of partner organisation providing mental health services on many of our sites
Citizen's Advice Bureau	1	To engage and assist the Trust in identifying needs of the local community
Sixth Form College	1	To engage and assist the Trust in dialogue with the younger catchment population
Institute of Directors: Lancashire	1	To engage and assist the Trust in dialogue with the wider catchment population of Lancashire
Carers Trust	1	To engage and assist the Trust in identifying needs of the local community
Total Appointed Governors	10	

Staff Elected Governors	Number
Class 1 - Medical Practitioners	1
Class 2 - Nursing and Midwifery Staff	2
Class 3 - Clinical Support Staff	1
Class 4 - Non-Clinical Staff	1
Class 5 - Community Health Services	1
Total Elected Staff Governors	6

Total Membership of Council of Governors	
Public Elected Governors	17
Appointed Governors	10
Staff Elected Governors	6
Total	33

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3.3 Membership Development

The Membership Committee has agreed that a Governor will be nominated as a champion for each development area identified in the Aim (3.1) and will report on progress to the Membership Committee.

3.3.1 Young People

The Trust is aiming to increase the quality of engagement with young people and this will be achieved through engaging with;

- Youth Heath Leaders (YHL) Programme;
- Victoria's Voice (VV);
- Blackpool, Fylde and Wyre Members of the Youth Parliament (B/F/W MYP);
- Working with local schools.

3.3.2 Diversity

The Trust is aiming to ensure the Trust's Foundation Trust Membership represents the diversity of its population, this will be primarily achieved through;

- Engagement with group leaders in the 'Asian' ethnic community;
- Engagement with group leaders in the 'Black' ethnic community;
- Engagement with group leaders in the 'DE Social Grade' community (semi-skilled / unskilled manual occupations / unemployed).

These groups have been identified from the data collated on the Trust's membership database.

3.3.3 Volunteers

The Trust is aiming to ensure that its membership and volunteers work closely together as both parties have a keen interest in the development of the Trust and helping it achieve its vision. This will be achieved by;

- The services collaborating on projects and initiatives;
- Hosting joint events to promote both services.

3.3.4 Membership Engagement Package

The Trust wants to improve its membership offering to encourage members to engage and provide support to help the Trust make the right decisions; as a result its members will be;

- Able to vote in elections to elect Governors;

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- Stand in elections to be elected themselves as a Governor (for those aged 16 and over);
- Invited to seminars during the year;
- Invited to attend and vote at the Trust's Annual Members and Public Meeting;
- Able to receive regular information from us about developments in the Trust via Your Health;
- Involved in offering views and feedback about our services;
- Eligible to be appointed as a Non-Executive Director or Chairman of the Trust;
- Invited to special interest groups by Governors;
- Receive a discount card;
- Receive an acknowledgement / celebration of certain years of membership.

3.4 Communication

The Trust is aiming to improve the quality of engagement and communication with the existing Foundation Trust Membership and this will be achieved through;

- Developing a Governor DVD to promote the role;
- Including young leaders and Governors in the development of 'Your Health';
- Surveying the Membership for seminar and service ideas;
- Advertising events within the area so the public are aware of membership events;
- Development of social media projects;
- Visiting local schools;
- Increased use of the website 'Members Area';
- More focused use of social media (Facebook / Twitter);
- Increased internal communications.

3.5 Evaluating Success – Key Performance Indicators

3.5.1 Young People

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of under 16 Members	100	200	300
8			

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of Schools involved in YHL	4	7	10
1			

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Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of young people at the Membership Committee			
YHL - 0	1	1	2
VV - 0	1	1	2
B/F/W YP - 0	1	1	2

3.5.2 Diversity

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Group			
Asian - 41	75	95	110
Black - 48	75	95	110
DE Social Grade - 56	75	95	110

3.5.3 Volunteers

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of Joint Events			
0	1	2	3

3.5.4 Membership Offering and Communications

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of Seminar Attendees in 15/16			
74	100	125	150

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of AMPM Attendees in 15/16			
40	50	75	100

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of suggestions from Members in 15/16			
52	75	100	125

Current Position	Target		
	31 March 2017	31 March 2018	31 March 2019
Number of consultations in 15/16			
0	2	4	6

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Current Position	Target		
Number of new candidates standing as a Staff Governors per vacancy in 2016	31 March 2017	31 March 2018	31 March 2019
2 (11/5)	3	4	5

Current Position	Target		
Number of new candidates standing as a Public Governors per vacancy in 2016	31 March 2017	31 March 2018	31 March 2019
2 (19/8)	3	4	5

3.6 Monitoring

The Membership Committee will monitor delivery of the aims through a work plan and report to the Council of Governors on the steps that have been taken. This will be undertaken during the life of the strategy, any consequential amendments will be made to the strategy to make sure it is reflective of the membership needs.

4 ATTACHMENTS	
Appendix Number	Title
Appendix 1	Equality Impact Assessment Tool

5 PROCEDURAL DOCUMENT STORAGE (HARD AND ELECTRONIC COPIES)
Electronic Database for Procedural Documents
Held by Procedural Document and Leaflet Coordinator

6 LOCATIONS THIS DOCUMENT ISSUED TO		
Copy No	Location	Date Issued
1	Intranet	27/07/2016
2	Wards, Departments and Service	27/07/2016

7 OTHER RELEVANT / ASSOCIATED DOCUMENTS	
Unique Identifier	Title and web links from the document library
CORP/POL/064	Data Protection 1998 Policy http://fcsharepoint/trustdocuments/Documents/CORP-POL-064.docx
CORP/STRAT/001	Equality Diversity and Human Rights Strategy http://fcsharepoint/trustdocuments/Documents/CORP-STRAT-001.doc
CORP/STRAT/014	Patient and Carer Experience and Involvement Strategy http://fcsharepoint/trustdocuments/Documents/CORP-STRAT-014.docx

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8 SUPPORTING REFERENCES / EVIDENCE BASED DOCUMENTS
References In Full
Crown. (1998). Data Protection Act 1998. Available: http://www.legislation.gov.uk/ukpga/1998/29/contents . Last accessed 07/07/2016.

9 CONSULTATION / ACKNOWLEDGEMENTS WITH STAFF, PEERS, PATIENTS AND THE PUBLIC		
Name	Designation	Date Response Received
Jacinta Gaynor	Membership and Governors Officer	2 June 2016
Mark Towers	Governance Advisor	17 March 2016
Clive Barley	Governor	17 March 2016
George Holden	Governor	17 March 2016
Member of	Membership Committee	2 June 2016 27 June 2016

10 DEFINITIONS / GLOSSARY OF TERMS	
AMPM	Annual Members' and Public Meeting
B/F/W MYP	Blackpool, Fylde and Wyre Members of the Youth Parliament
DE Social Grade	Semi-skilled / unskilled manual occupations / unemployed
Membership	Representatives from the local community, to include Trust Volunteers, patients and members of the public and representatives from BTH who are actively involved in the work of the Trust. Membership provides a means by which the Trust can interact with its staff and the people who use its services, all of whom can provide valuable feedback based on their experience of the Trust.
NAES	National Artificial Eye Service
Public Governor	Public Governors are members who have been voted for by the membership to represent them on the Council of Governors as their direct representative of local community interests in decisions around the hospitals and our long-term future. Governors will work alongside the Trust Board to help (make decisions about the hospitals and our priorities) or (with the strategic development of the Trust.)
Staff Governor	A member of staff who has been voted for by other staff members to represent them on the Council of Governors to help with the strategic development of the Trust.
The Trust	Blackpool Teaching Hospitals NHS Foundation Trust
VV	Victoria's Voice
YHL	Youth Heath Leaders

11 AUTHOR / DIVISIONAL / DIRECTORATE MANAGER APPROVAL			
Issued By	Matthew Burrow	Checked By	Mark Towers
Job Title	Head of Corporate Assurance	Job Title	Governance Advisor
Date	April 2016	Date	June 2016

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APPENDIX 1: EQUALITY IMPACT ASSESSMENT FORM

Department	Membership	Service or Policy	CORP/STRAT/040	Date Completed:	July 2015
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GROUPS TO BE CONSIDERED
 Deprived communities, homeless, substance misusers, people who have a disability, learning disability, older people, children and families, young people, Lesbian Gay Bi-sexual or Transgender, minority ethnic communities, Gypsy/Roma/Travellers, women/men, parents, carers, staff, wider community, offenders.

EQUALITY PROTECTED CHARACTERISTICS TO BE CONSIDERED
 Age, gender, disability, race, sexual orientation, gender identity (or reassignment), religion and belief, carers, Human Rights and social economic / deprivation.

QUESTION	RESPONSE		IMPACT	
	Issue	Action	Positive	Negative
What is the service, leaflet or policy development? What are its aims, who are the target audience?	See Purpose			
Does the service, leaflet or policy/ development impact on community safety <ul style="list-style-type: none"> • Crime • Community cohesion 	No			
Is there any evidence that groups who should benefit do not? i.e. equal opportunity monitoring of service users and/or staff. If none/insufficient local or national data available consider what information you need.	No			
Does the service, leaflet or development/ policy have a negative impact on any geographical or sub group of the population?	No			
How does the service, leaflet or policy/ development promote equality and diversity?	No			
Does the service, leaflet or policy/ development explicitly include a commitment to equality and diversity and meeting needs? How does it demonstrate its impact?	No			
Does the Organisation or service workforce reflect the local population? Do we employ people from disadvantaged groups	No			
Will the service, leaflet or policy/ development i. Improve economic social conditions in deprived areas ii. Use brown field sites iii. Improve public spaces including creation of green spaces?	No			
Does the service, leaflet or policy/ development promote equity of lifelong learning?	No			
Does the service, leaflet or policy/ development encourage healthy lifestyles and reduce risks to health?	No			
Does the service, leaflet or policy/ development impact on transport? What are the implications of this?	No			
Does the service, leaflet or policy/development impact on housing, housing needs, homelessness, or a person's ability to remain at home?	No			
Are there any groups for whom this policy/ service/leaflet would have an impact? Is it an adverse/negative impact? Does it or could it (or is the perception that it could exclude disadvantaged or marginalised groups?	No			

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Does the policy/development promote access to services and facilities for any group in particular?	No			
Does the service, leaflet or policy/development impact on the environment <ul style="list-style-type: none"> • During development • At implementation? 	No			
ACTION:				
Please identify if you are now required to carry out a Full Equality Analysis	Yes	No	(Please delete as appropriate)	
Name of Author:		Date Signed:		
Signature of Author:				
Name of Lead Person:		Date Signed:		
Signature of Lead Person:				
Name of Manager:		Date Signed:		
Signature of Manager				

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