



GOVERNORS' MEMBERSHIP ENGAGEMENT STRATEGY

2020-23

Membership Vision

The Governors of C&I strive for a membership that is actively engaged, well-informed and reflective of the local community.

Principles and constraints underpinning the strategy include:

1. Membership engagement should harness 'good-will' through governor-driven networking and volunteer capacity.
2. Governors to engage more with their constituencies.
3. Opportunities to share and collaborate with other, nearby Foundation Trusts and their membership/Governors should be explored.
4. Financial resources are very limited – additional resources could be secured through sponsorship or grants (if available).
5. To seek opportunities through the strategic Alliance with BEH to recruit and engage prospective members.

Areas of strategic focus:

1. Continued membership database cleanse and formal annual refresh.
2. Increase membership through targeted engagement by all Governors, Volunteers and Trust staff to reflect the diversity¹ of local communities, service users, carers and other such groups.
3. Improved membership engagement and communication including more direct communication from Governors with members in their constituencies.
4. Move to electronic communication with members including social media.
5. Enhancement of membership information on C&I website.
6. Stronger focus on service user and carer constituency.
7. Roll-out of new membership registration form.
8. Membership working group to act as 'editorial board' for communication incl. Governors' Annual Report and Newsletters.
9. Hold at least one membership event per year.
10. Engagement of volunteers to support membership work.
11. Better promotion of membership benefits.
12. Targeted engagement activities in direct support of Governor elections.

How will this strategy be implemented?

This strategy will be implemented through an annual action plan which will be monitored by the Governors' Membership working group. The plan will consist of specific actions, assigned responsibilities and timescales for completion.

Reporting

Progress against this strategy will be reported to the Council of Governors at least annually in line with the Governor Annual Report.

¹ Diversity covers the following characteristics: age; disability; gender reassignment; marriage and civil partnership; paternity and maternity; race; religion or belief; sex; and sexual orientation.