

2024-2025 membership engagement strategy

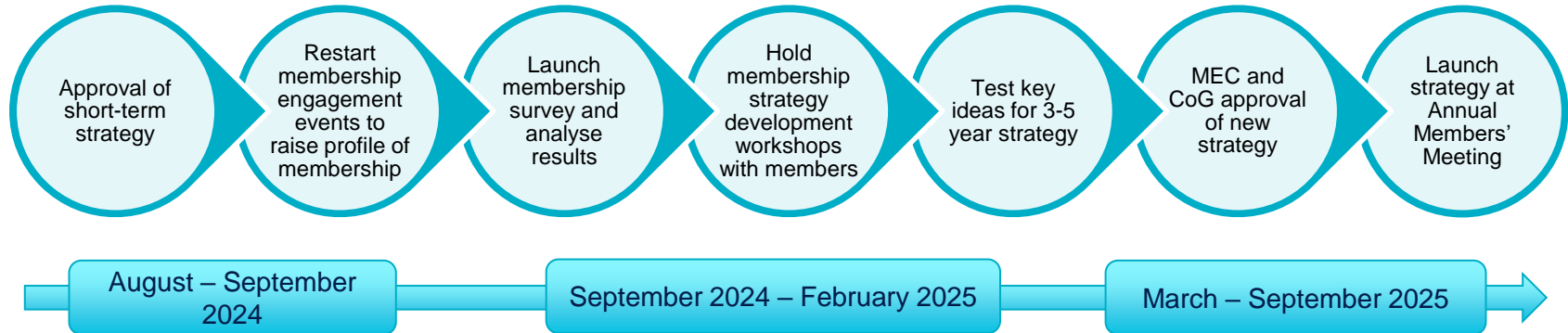




St George's University Hospitals
NHS Foundation Trust

2024-2025 membership strategy

- »» Improve the quality of two-way engagement with members
- »» Ensure our membership is representative of the communities we serve – with a focus on engaging with younger members
- »» Maintain and where possible increase our membership, perhaps with a focus on increasing numbers in SW Lambeth



Objective 1: Improve the quality of two-way engagement with members

Aim	Action	Success Measure
To provide members and governors with increased opportunities to engage with each other using a variety of media that is inclusive to a wide range of groups, leading to higher levels of connection with SGUH.	<ul style="list-style-type: none"> • Relaunch SGUH membership newsletter • Relaunch Meet Your Governor (MYG) events on hospital sites • Develop Governor outreach events • Confirm and deliver a calendar of regular member talks • Launch Governor constituency email addresses 	<ul style="list-style-type: none"> • SGUH membership newsletter issued monthly • Each Governor to have participated in at least one MYG and outreach event • Minimum of 4 talks held during 2024/25
To better understand the needs of members and how they can be supported in their engagement with SGUH.	<ul style="list-style-type: none"> • Undertake survey of members • Hold focus groups with members 	<ul style="list-style-type: none"> • Survey issued
To better understand survey data and develop the 3 year strategy in collaboration with stakeholders.	<ul style="list-style-type: none"> • 2024-25 Strategy development workshops 	<ul style="list-style-type: none"> • Series of workshops held • 3 year strategy approved

Objective 2: Ensure our membership is representative of the communities we serve – with a focus on engaging with younger members

Aim	Action	Success Measure
Ensure that all communication is up to date, accessible and inclusive leading to increased member engagement member recruitment.	<ul style="list-style-type: none">• Review and refresh membership pages on website and other literature to ensure that is inclusive, developing specific materials for under represented groups where necessary.	All communication tools reviewed and relaunched.
Increase membership of under represented groups.	<ul style="list-style-type: none">• Identify forums and local groups who connect with under represented groups, including younger members, as a focus for outreach activity.• Hold engagement events at City St George's University• Hold Governor-led engagement events with secondary / tertiary education providers.	All under represented groups show an increase in membership.

Objective 3: Maintain and where possible increase our membership, perhaps with a focus on increasing numbers in SW Lambeth

Aim	Action	Success Measure
<p>Increase in member numbers*</p> <p>*success with objective 1 should maintain current member levels</p>	<ul style="list-style-type: none"> • All member events/activity to include a 'bring a friend' element with facilities available for immediate new member sign up • Governors to attend events within SGUH and community to promote membership • Corporate Governance Team to work with teams within SGUH to identify opportunities for membership promotion eg: PPEG and Comms 	<p>5% increase in member numbers</p>
<p>Increase number of members in SW Lambeth.</p>	<ul style="list-style-type: none"> • Identify forums and local groups within SW Lambeth • Targeted advertising and governor engagement 	<p>5% increase in members from SW Lambeth</p>