

Join the St George's community: become a member

WE WANT TO DEVELOP A MORE ENGAGED AND DIVERSE MEMBERSHIP.

To make this a reality, we have launched a new and exciting membership strategy, which will change how we engage with new and existing members.

Anyone can become a member of St George's. It's completely free, and by joining you have a voice and can shape our plans for the future.

You can be involved as much or as little as you like – it's up to you. Our membership

community already includes more than 22,000 patients, staff and members of the public, and is vital in helping us achieve our vision of providing outstanding care, every time.

Membership also helps support one of our four strategic priorities which is closer collaboration.

This document explains why and how to become a member, and also outlines our new membership strategy and what we plan to achieve over the next three years.



Why become a member?

Becoming a member of St George's is quick, easy and free. It means we can communicate directly with you – the people we serve. It gives you a voice in shaping our services, contributing to our future direction, and making sure we are responsive to the needs of our communities.

Membership also gives you the opportunity to show your support for St George's and our work.



"I've been a patient at St George's Hospital and felt it was important to show my ongoing support by joining up as a member. It's a great way to become more connected and involved with what's going on." -

Dipannita, St George's member

Benefits of membership include:

- Getting regular and up-to-date information about the Trust
- Participating in patient involvement initiatives
- Taking part in surveys and consultations
- Invitations to attend free health talks, and to attend and ask questions at our Annual Members' Meeting
- Voting in our Council of Governors elections, and the opportunity to stand for election yourself (if 16 or older)
- Access to NHS Discounts Scheme.

Getting your voice heard



St George's is accountable to local people, who can become members and governors.

By becoming a member, you can have a key role in how the Trust is run by electing other members to sit on our Council of Governors, or standing for election yourself.

Our Council of Governors represents the views of members, appoints our Chairman and other Non-Executive Directors to our Board of Directors, and oversees the Board's performance.

Who can be a member

Membership is a great way of developing your relationship with St George's.

YOU CAN JOIN UP IF YOU ARE:

A member of the public

No special skills or experience are required, as long as you are over 14, and have an interest in or connection to the Trust.

You may be from the area and want to support your local hospital, or you may be from further afield but received treatment from one of our specialist services and want to get involved with what we do.

For the purposes of electing governors, public members are split into geographical constituencies: Wandsworth, Merton, South West Lambeth, and the rest of England.

A member of staff

Any permanent member of St George's staff or those on fixed term contracts of more than a year can become a member. Staff employed through our service partners, including transport, catering and cleaning staff, provide valuable services and can also become members.

“Being a governor means you can help members with day-to-day problems, both big and small.” -

Richard, Trust Governor

OUR MEMBERSHIP IN NUMBERS

22,000
members

12,000
public

9,500
staff

15
elected public governors

4
elected staff governors

7
appointed governors from
stakeholder organisations

OUR NEW STRATEGY 2019-22 AT A GLANCE



We want to create a more vibrant and diverse membership community, and one which has a real voice in shaping the future of St George's and the services we provide.

As a result, we've launched a new membership strategy that sets out our ambition to improve how we attract members, keep them informed and engaged, and increase opportunities to become more involved in the organisation. Below is a summary of what we plan to achieve and how.

Our new membership strategy has three aims. These are:

1) To improve the way we engage with our members

To achieve this we will:

- Promote the work of the Trust's governors, as representatives of our members
- Develop new opportunities for members to express their views and get involved in service changes, ward assessments, events and improvement projects
- Introduce new types of membership so members can choose how involved they want to be
- Refresh the channels we use to engage and communicate with members.

2) To continue to work towards a membership that is representative of our diverse community

To achieve this we will:

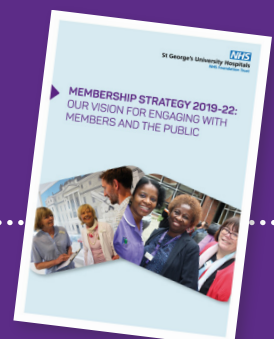
- Analyse our membership on a regular basis
- Develop targeted campaigns to recruit members from any group which is under-represented.
- Promote membership opportunities to younger people in our communities.

3) To maintain and where possible increase the overall size of the Trust's membership

To achieve this we will:

- Simplify the process for becoming a member
- Articulate more clearly the benefits of membership and that it's free to join
- Refresh our membership recruitment material
- Work more innovatively with our partners to promote membership
- Maintain an accurate membership database.

The development of our membership strategy has been informed by feedback from a survey of our public members.



For a copy of the full membership strategy, visit: www.stgeorges.nhs.uk/about/foundation-trust



How we will monitor the progress we are making

We have developed an action plan which sets out the steps we will take in each year to make our objectives a reality. This can be found in the full version of the strategy.

Our Council of Governors is responsible for the delivery of our membership strategy and will be supported by our Governors' Membership Engagement Committee, which will monitor the progress we are making.

The principal ways in which we will assess the success of the strategy will include:

- **Analysing the profile of the Trust's membership**

Twice a year we will take an in-depth look at the profile of the Trust's membership and identify any under-represented groups

- **Analysing involvement**

We will monitor the readership of our communication channels and attendance at engagement events, plus we'll survey our members to get their views

- **Analysing impact**

We will compile evidence to demonstrate what has changed within the Trust as a result of members' views and activities.

Further information

To become a member

Fill in our online form at: www.stgeorges.nhs.uk/about/foundation-trust/members

Email: members@stgeorges.nhs.uk

Call: **020 8266 6132**

No personal information you give us will be passed on to third parties for commercial purposes.

Full membership strategy document

The full version of the strategy is on our website at www.stgeorges.nhs.uk/about/foundation-trust

The full strategy describes each of our objectives in more detail and includes an action plan for achieving our aims.

You can always keep in touch using our social media channels:

 Facebook: StGeorgesTrust

 Twitter: @StGeorgesTrust

 Youtube: StGeorgesTrust