

# Membership and Engagement Strategy 2019-2022

## *Celebrating our achievements 2019-2020*



# At a Glance - What we achieved in 2019-20

We launched our 2019-22 Membership Engagement Strategy in 2019. At its core is our commitment to strengthening our engagement with members and the local communities we serve.

In year one we focused on three core objectives:

- **Objective 1:** To improve the quality of mutual engagement and communication with members.
- **Objective 2:** To continue to work towards a membership that is representative of the communities we serve.
- **Objective 3:** To maintain and where possible increase the overall size of the membership of the Trust.

## Success in numbers



# Membership Engagement Strategy 2019-22: 2019-20 Review

## Our membership grew and remained representatives of the communities we serve

Our public membership grew by 647 during the year 2019-20. In the same period our staff membership increased by 44, from 8,822 to 8,866.

Public Constituency	2019-20
At year start (1 April)	12,391
New members	829
Members leaving	182
At year end (31 March)	13,038

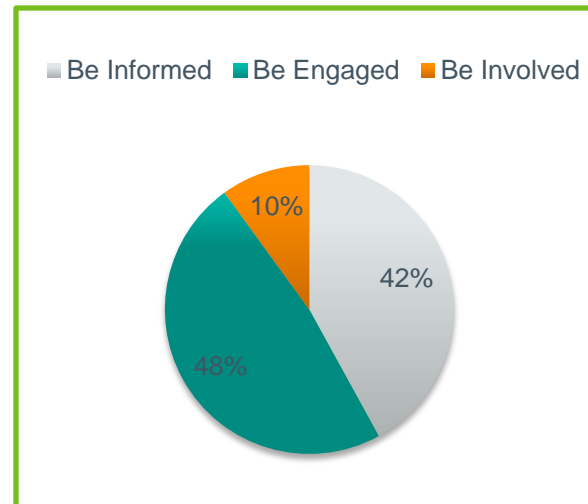
We are proud that we have a diverse group of members which reflects the local community in South West London that we serve.

Ethnicity	2019-20
White	6,988
Mixed	606
Asian or Asian British	3,212
Black or Black British	1,835
Other	273

## Our members are engaged

- We wanted to ensure we continued to engage with members in the way they wanted to so we introduced three new levels of membership engagement:
  - **Be Informed** – receive newsletters and updates about the Trust.
  - **Be Engaged** – as above plus want to be consulted, participate in surveys, open days, events, tours and workshops.
  - **Be Involved** – as above plus have time to review and pass comment and interested in standing for election as a Governor.

This has helped us better engage with members about the right things and get them involved with opportunities across the Trust.



## We improved the quality of engagement and provided opportunities for mutual communication

### • Members Talks

Our programme of Members Talks are a popular part of our ongoing engagement with our members. We have held seven talks which were attended by over 150 members. Some of our topics included:

- *Sleep Disorder*
- *History of Queen Mary's Hospital*
- *Skin Cancer*
- *Diabetes*

### • Constituency Events

We held two Constituency Events in March 2020, the first at Streatham Library (South West Lambeth Constituency) and the second at Earlsfield Library (Wandsworth Constituency).

### • Meet Your Governor

Our Governors were at the 12 Meet Your Governor' events 'held at St George's (Tooting) and Queen Mary's Hospitals. They not only heard the views from members and visitors they also managed to recruit new members to the Trust.

## Membership Engagement Strategy 2019-22: 2020-21 Plans

*There is more to come in 2020-21. We build on our success and find innovate ways to communicate with Members whilst social distancing measures remain in place.*

Promote the work of the Trust's Governors, as representatives of our members

Develop new opportunities for members to express their views

Refresh our existing communication channels with members and our approach to membership communication and engagement

Promote membership opportunities to younger people in our communities

Develop targeted campaigns to recruit members from any group which is under-represented

Analyse our membership on a regular basis

Maintain an accurate membership database

Work more innovatively with our partners to promote membership

Refresh our membership recruitment material

Improve our programme of engagement events

Introduce new levels of membership so members can choose how involved they want to be

## During 2020-21 we will....

### Ensure our membership remains representatives of the communities we serve

We will continue to use all means to promote the Trust and the following benefits of membership:

- Having your say in how your local Trust work
- Get Involved with engagement activities across the Trust
- Give feedback directly to Governors
- NHS Discounts
- Stand for election as a Governor

Anyone wishing to be a member of St George's can sign up online for free. You just need to be aged 14 or older can became a member

For more information:

Email: [members@stgeorges.nhs.uk](mailto:members@stgeorges.nhs.uk)

Tel: 0800 731 0319

### Continue to develop the quality of mutual engagement with our members and local communities

Although Covid-19 currently limits opportunities for face-to-face engagement, we have an exciting programme of events planned for 2020-21 and we want to encourage you to get involved and share your views.

#### • **Constituency Events (virtual)**

We also plan on holding a virtual Merton event in (December 2020) year and will hold a series of four virtual events in 2021 for our four public constituencies:

- Wandsworth
- South West Lambeth
- Merton
- Rest of England

#### • **Meet Your Governor Events (virtual)**

We will deliver virtual opportunities for Members and the public to directly engage with individual governors. Members and the public can also contact Governors by emailing [governors@stgeorges.nhs.uk](mailto:governors@stgeorges.nhs.uk)

#### • **Members Talks (virtual)**

We will be delivering our Members' Talks virtually to respond to the social distancing measures in place. The new programme is available on our website and include:

- *Dementia*
- *Prostate Cancer*
- *How to change your diet after lock down*
- *Diabetes*
- *Diabetes & Endocrinology*
- *Annual Planning & Strategy*
- *Black History Month Talk*
- *Skin Cancer*
- *Quality – an overview of the Trust's Quality Priorities*

<https://www.stgeorges.nhs.uk/wp-content/uploads/2020/08/Member-Talk-Poster.pdf>