



Stockport  
NHS Foundation Trust

# MEMBERSHIP STRATEGY

2025 - 2028

# Purpose & Aims

As an NHS Foundation Trust, Stockport NHS Foundation Trust is locally accountable to its members. Members are the local people, patients and staff who wish to take an interest in their local hospital and community services and/or make a further contribution to how the Trust develops now and in the future. Members elect the majority of the Council of Governors, who have a statutory duty to represent the interests of members and the public.

The Council of Governors, supported by the Corporate Affairs team, wish to establish and maintain a representative membership with which to engage. The Membership Strategy sets out how, together, we will do this and how we monitor how effective our plans have been.

Our guiding principles for our approach to membership are:

- Membership activities should be of value to members of the Trust, the public and the organisation
- To ensure achievability within the time and resources available membership activities should be prioritised.

Our aims are:

- To maintain a sizeable membership that is representative of the communities the Trust serves
- To develop an active and engaged membership

## Our Membership Community

*Our members are our staff and members of the public from the diverse communities we serve both locally and beyond*

Since its establishment in 2004, the Trust has built a membership with a combined public and staff membership of over 16,000 members.

### Public members

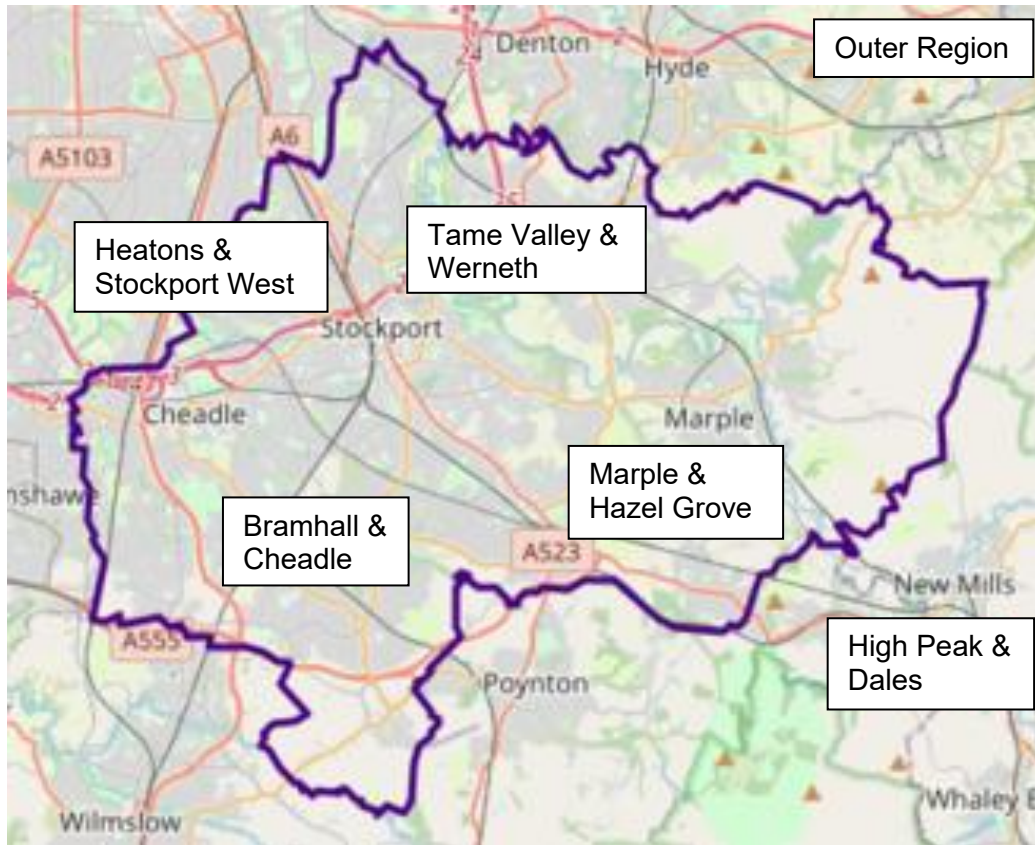
Public constituencies ensure that the Trust's membership is open to all residents, aged 16 and above, of Stockport and the High Peak. As the Trust cares for patients that live outside these areas, membership is also open to people aged 16 and above from any other area in England.

### Staff members

All Trust staff who have a permanent employment contract or who have worked for the Trust for at least 12 months will automatically become members unless they choose to 'opt out'.

## Members constituencies

The Trust membership is made up of the following constituencies:



## Membership Recruitment & Engagement

In addition to geographical representation, we recognise the value of a membership community that is representative of the diverse populations we serve. Therefore, we are committed to analysing our membership demographics annually to understand its composition and identify any groups that may be under-represented.

We will aim to recruit a representative public membership through a range of activities including continued promotion of membership on the Trust's hospital and community sites and online communication channels.

We will explore and develop targeted initiatives to recruit members from the least well represented groups.

New staff will be informed of membership via the Trust's induction and made aware that their interests are represented by staff governors.

It is the role of the Council of Governors to represent the interests of members and the public. The composition of the Council of Governors reflects the constituencies and members from each of the constituencies can vote for, or stand as, a governor to represent their constituency on the Council of Governors.

We recognise that there will be wide variation in terms of the level of engagement that members wish to have. Through meaningful engagement, members should feel both informed about the Trust and

supported to engage in issues affecting the future of the Trust should they so wish. An engaged membership will help to support governors in representing the interests of members and the public.

To engage members, the Trust will continue to implement a number of methods/opportunities.

- Members' newsletters
- Social media
- Internet / Intranet
- Annual Members' Meeting
- Members' seminars / events
- Established links to Patient Interest Groups / Patient Participation Groups / partner organisations

Governors will have the opportunity to engage and gather the views of members via the methods identified in this strategy and we will continue to promote the work of the Trust's governors as representatives of members. Governors will feed this information back to the Trust via the Council of Governors.

## Delivering & Evaluating our Membership Strategy

### Implementation

To achieve our aims of the Membership Strategy, a Membership Development Group, including governors and the Membership team, will develop an annual plan. This plan will include specific actions to be taken in year with respect to both membership recruitment and engagement, alongside key outcome measures.

All members of the Council of Governors will be encouraged to be involved in the implementation of the strategy and will be supported in this by the Membership team.

### Evaluating Success

Progress against the delivery of the strategy will be monitored by the Membership team on a quarterly basis and reported to the Membership Development Group and the Council of Governors.

In addition, progress against the strategy will be included in the Trust's annual report including plans for the year ahead.

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

- Profile of the Trust's membership and comparison of the demographics against the local population
- Membership attendance at engagement activities
- Membership feedback
- Council of Governors electoral performance

### Feedback

To provide feedback on the Strategy or request further information, please contact the Membership Team on Tel: 0161 419 5166 or email: [membership@stockport.nhs.uk](mailto:membership@stockport.nhs.uk)

You can also find further information regarding membership and the Council of Governors on the Trust's website: <https://www.stockport.nhs.uk/> - Membership & Governors