

## Membership Action Plan 2014/15

Objective	Purpose	What we will do	Why achieve it	Measurement
<b>Communications</b>	To guarantee to communicate regularly with all members, regardless of their access to electronic media	Introduce a self-funding, printed membership magazine available to all members and partner organisations	<p>To ensure that we retain profile amongst members and encourage engagement and participation; to provide assurance that we are compliant with our duty to communicate;</p> <p>To inform the membership, helping them to understand and share Trust purpose</p>	<p>Initial response rates to member 'naming challenge' for the publication</p> <p>Review and member survey after 3 issues and again after 18 months</p>
<b>Equality and diversity</b>	To ensure adequately diverse membership across communities	Positively recruit over and above the baseline population for our minority social and ethnic groups	To ensure that our hardest-to-reach communities are given adequate opportunity to be heard and included in decision-making that affects them directly.	<p>Benchmarking of our EDS2 2014/15 objectives and against comparable Trusts</p> <p>Increase in relevant membership numbers to reflect focus; a diverse governor candidacy from amongst targeted populations</p>
<b>Engagement</b>	To support and encourage integrated involvement and training for members and the public	Establish a register of opportunities through existing Trust-wide learning opportunities	<p>To involve members at their individual skill and interest levels;</p> <p>Develop involvement the amongst membership, encouraging member development to increase through from initial contact to full and consistent engagement with Trust opportunities</p> <p>To promote knowledge of mental health issues more fully within its communities</p>	<p>Locality-led forecasts of participation with the aim of increasing this annually. Localities to set targets for their area using 2014/15 as a baseline</p> <p>Locality reporting; member feedback surveys and analysis</p> <p>Through board reports</p>
<b>Decision-making</b>	To ensure openness, transparency and inclusion throughout the Trust	<p>Reposition the Trust-wide engagement group to become the Trust-wide involvement group and assume the responsibilities of a council of governors so far as is possible</p> <p>Ensuring it reports directly to the board each time it meets</p>	<p>To give member service users, carers and public member a voice directly into the Board</p> <p>To influence Trust plans and direction of development</p> <p>To assist the Trust in its preparation to become a Foundation Trust</p>	<p>Board reports to board</p> <p>Member feedback</p> <p>A fully constituted Trust-wide involvement group and increasing attendance, including member and public audience attendance at its meetings during 2015/16</p>