

**TO: Gloucestershire Partnership NHS Foundation Trust
Council of Governors**

FROM: David McGrath, Trust Secretary

DATE: 18th July 2007

SUBJECT: Recruitment of Members

Summary

The Council of Governors is responsible for developing a membership strategy.

The Council is asked to review the latest version of the recruitment plan and suggest improvements.

PURPOSE

1. The Council of Governors is required by the constitution to develop and oversee the implementation of a Membership Strategy. This paper provides Governors with details of the current membership recruitment plan.

RECOMMENDATION

2. It is recommended that the Council reviews the recruitment plan and makes any recommendations for its improvement.

BACKGROUND

3. During the Foundation Trust assessment by Monitor (the Independent Regulator of Foundation Trusts), they were concerned that the Trust's public membership is insufficiently large. At the time the number of public members was just under 900. The recruitment plan attached at Annex A was submitted to Monitor and has started to be implemented. Membership now stands at about 1250 public members but the Trust has given a commitment to increase this to 1800 by November 2007.
4. The Membership Committee will be taking on responsibility for developing the Membership Strategy shortly; however, it would be helpful to receive comments on the short term recruitment plan.

Gloucestershire Partnership NHS Trust Action plan and deliverables

Objectives

1. To increase meaningful and representative membership from 3000 (2000 staff, 1000 public) to 4500 by December 2007 with an ongoing acquisition strategy to deliver an additional 1000 members pa
2. To prevent churn (or turnover) and establish an active, sustainable membership base
3. To enter into a loyalty contract with members, to be clear about our commitment. To double the Trust public membership within a six month period
4. To ensure that the membership is representative of the County population (e.g. age, gender, ethnicity, distribution across constituencies, etc.)

Targeting strategy

Our overriding strategy is to focus on warm prospects first – those who have had active touchpoints with the Trust before moving out to colder audience groups

Audience segmentation

Primary targets

1. Service users (day services, AOCs, residential)
2. Carers (care organisations, people in contact with individual carers)
3. Staff
4. Partnership Organisations (PCT, GHT, Voluntary Orgs, Local Authority)

Secondary targets

1. Employers, large organisations within Gloucestershire
2. Health and Social Care Students – Gloscat/Hartpury
3. Voluntary Service Staff
4. General Public
5. People who belong to other groups eg voluntary organisations, faith groups, WI, employers
6. Neighbourhood organisations
7. Friends and relatives of staff

Proposition

By becoming a member of Gloucestershire Partnership Trust you can contribute to taking Mental Health out of the shadows

Our core membership descriptors are as follows and build the tenets of our communication platform

What does being a member of GPT mean to me?

- Information
 - Inclusion
 - Influence
 - Involvement
 - Participation
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- You will be a key part of the Trust
 - Members have a real say through Governors and will be consulted about changes
 - We want to listen so that we can improve

Action	Target Population	Recruitment Target	Date	Cost (per member)	Lead
Write to public members asking for support in a recruit a member campaign Provide prize/incentive	900 current Public Members	100	June 07	£450 (£4.50)	ER/HW
Incentives for staff to recruit public members. Possible incentives: <ul style="list-style-type: none"> • Cash prize • Staff comfort equipment e.g. microwave, fridge • Extra service or staff developmental budget • Chief Executive or Director of choice works in team for the day (inputting data, filing, reception, cover for away day) • Provide funding for service user use 	Use 2140 staff members to recruit service users, carers and their own professional contacts, family and friends	300	Sept 07	£1500 (£5)	ER/SC
Provide incentives for Mental Health Day Service users to become members and recruit new members	800 day service users	400	Sept 07	£2000 (£5)	DM
Poster and leaflet campaign on all sites plus banners	Users, carers, visitors	50	Sept 07	£1000	ER

				£400 for banners (£28)	
Leaflets for all people discharged from services	7,000+ per annum	100	May 08	£5,000 (£50)	Service Directors
Membership office staffed by service users x 20 hours per week	Voluntary organisations, users and carers	200	Oct 07	£8,000 pa (£40)	DM/ with AH/ER and PPI staff
Develop welcome pack	(Enhance value of membership)	0	August 07	£1000	ER
Write a targeted letter to complainants and PALS contacts advising people how members can influence change	100	5	July 07	£ 40 (£8)	HW
Recruit members from volunteer database <ul style="list-style-type: none"> • Thank you event with membership opportunity and press coverage 	270	40	Sept 07	£400 (£10)	ER
Send membership information to members of voluntary organisations e.g. Mencap, Rethink, Alzheimer's. Speak/attend their AGM	500	25	July 07	£250 (£10)	ER
Mayfield/MEND Staff transferred to Brandon Trust	500 former members of staff	40	Sept 07	£200 (£5)	ER/KH
Local Authority staff with links to the work of the Trust	400 Personal contacts	50	Oct 07		All Directors for their

					work area
		-			
Have a stand at other organisations' events x 3	General public	40	Sept 07	£160 (£4)	PPI staff supported by Director/Governor
Attend other people's meetings to provide mental health talk e.g. Women's Institute, Rotary etc. x 20	General public	100	Nov 07		PPI staff to arrange with input from clinical staff
Celebrity sponsorship	(Enhance other initiatives)	0			
5 x lectures for university, Gloscat or adult education, businesses	200 Adult learners particularly those on health and social care courses	20	Dec 07		KH
Modify website		5	July 07		AH
Board member targets (10 each)	General public	120	August 07		RM
Include membership on corporate induction	New staff	20	March 07		KH
4 open day style events around the County One each month	General public and members	100	Dec 07	£6000 (£60)	ER/AH/Service Managers
Recruitment drive via media (Good news stories in media with mention of membership)	General public	20	Sept 07		ER

