Trust Board Meeting: Wednesday 22 January, 2014
TB2014.11

<table>
<thead>
<tr>
<th>Title</th>
<th>Membership Strategy</th>
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<tr>
<td>Status</td>
<td>For Approval</td>
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<tr>
<td>History</td>
<td>The Membership Strategy was first agreed in January 2012.</td>
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<th>Board Lead(s)</th>
<th>Andrew Stevens, Director of Planning and Information</th>
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<tbody>
<tr>
<td>Key purpose</td>
<td>Strategy</td>
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## Executive Summary

1. The Membership Strategy forms an essential part of Oxford University Hospitals’ plans to operate as an NHS Foundation Trust.

2. Since the Trust’s first Membership Strategy was agreed in January 2012, activity has taken place to build and develop the Trust’s membership, meeting the objectives set.

3. The Foundation Trust Programme Board has considered and recommends the proposed update to the Membership Strategy.

4. The revised strategy sets out three aims: to build a substantial and representative membership; to support the Trust’s members being well-informed, motivated and engaged; and to provide members with opportunities to help shape how the Trust’s services develop.

5. **Recommendation**
   
   The Board is asked to adopt the draft Membership Strategy as proposed by the FT Programme Board and to agree to receive an annual update on progress.
Membership Strategy

1. Purpose

1.1. This paper provides a proposed update to the Trust’s Membership Strategy.
1.2. The Membership Strategy forms an essential part of Oxford University Hospitals’ plans to operate as an NHS Foundation Trust.
1.3. The Trust Board agreed the first Membership Strategy in January 2012. This focused on developing the Trust’s membership.
1.4. The FT Programme Board was advised in December that the objective set out in 2012 of increasing the total public membership to 1% of the Oxfordshire population (some 6,600) has been achieved. The Programme Board was also advised that OUH is on course to achieve a public membership of 7,000 by the time of authorisation.

2. Updated strategy

2.1. The updated Membership Strategy makes a short statement of aims and objectives, relating these to the Trust’s operation as a Foundation Trust. All were contained in the previous strategy, but this update relates actions clearly to each one.
2.2. The proposed Membership Strategy lists its three aims as being:
   - to build a substantial and representative membership;
   - to support our members being well-informed, motivated and engaged; and
   - to provide our members with opportunities to help shape how our services develop.
2.3. Delivering these aims is intended to support OUH in meeting its objectives, not least through being a responsive organisation with a good understanding of the needs of its patients and the communities it serves.
2.4. An action plan, reviewed by the FT Programme Board in December, complements the draft updated Membership Strategy.

3. Recommendation

3.1. The Trust Board is asked to adopt the draft Membership Strategy as proposed by the FT Programme Board and to agree to receive an annual update on progress.

Andrew Stevens
Director of Planning and Information

Report Prepared By:

Jonathan Horbury
Foundation Trust Programme Director