



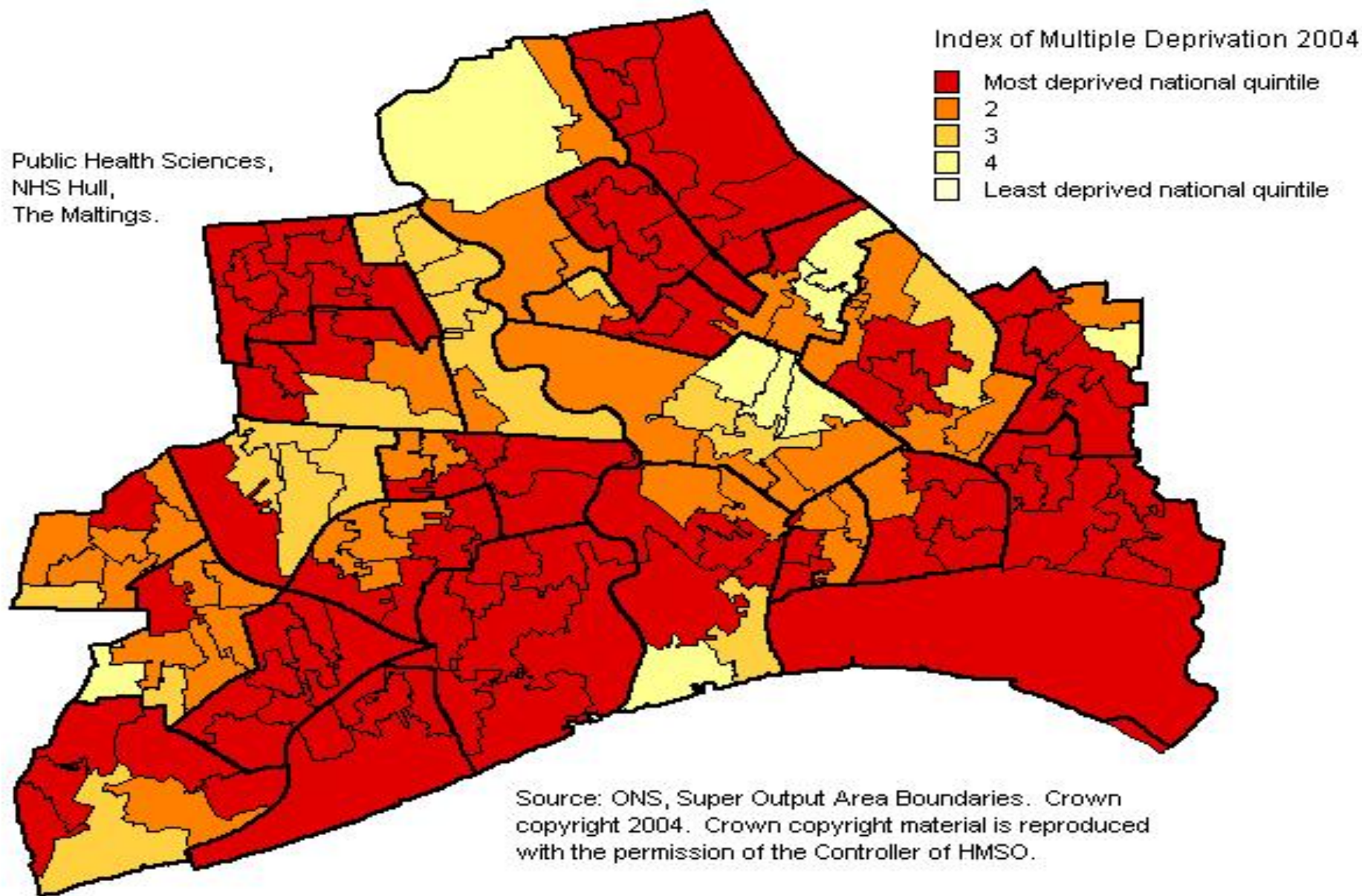
# Getting The Board On Board

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# Principles from 2006

- NHS is a force for good
- Move from “apart from the local community” to “a part of the local community”
- Excellence as a service provider does not in itself constitute success
- Staff and consumer involvement critical to success
- Alignment with aspirations of local government
- WCC hasn't been invented yet!

Public Health Sciences,  
NHS Hull,  
The Maltings.



# What's It About?

- Improving local accountability of the NHS
- Better engagement with and by local people
- Continuous feedback
- NHS Constitution and WCC Competency 3
- Reflects shift from representative to participative democracy
- Building a social movement
- And it's a load more work!

# Membership Management

- Dedicated manager and team
- Project steering group
- Development plan
- Reports to PPI sub-committee
- Shared database, commercially procured – but don't get carried away!

# Listening Exercise

- £250k allocated
- Project manager and contractor to be appointed
- Learning from Liverpool and Sheffield
- Outcome – Baseline from which to measure annual progress
- Promotion of membership

# Issues...

- Demonstrating real accountability, and keeping members informed
- Local v. National – the Viagra test
- Consultation prior to strategy development – WCC timetables
- Fit with our locality model
- Foundation Trust members
- Sometimes, we can't act on what we are told...



TOGETHER WE CARE

**NHS**  
Hull

# Our first member signs up...





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# NHS Hull Membership Conference

9<sup>th</sup> June 2009

The Village Hotel, Hull