



Working in partnership – NHS Hull, Hull and East Yorkshire Hospitals NHS Trust & Humber Mental Health Teaching NHS Trust

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Joint membership approach - Hull



- Who is recruiting members?
 - (It feels like) EVERYONE!
- 3 x local NHS organisations
 - aiming for 6,000 members each
- Local Authority People's Panel of 5,000 members
- Local Involvement Network (LINK) – growing membership
- Police Authority – considering membership

Joint membership approach - Hull



- Membership needs to be meaningful to the recruiting organisation and meet unique needs
- Shared principles and goals to membership
- Joint membership events, including NHS careers, recruitment and public health messages
- Reduce confusion by the public – just one NHS?
- Long-term aims of membership – should it be completely joined-up?

Joint membership approach - Hull



- Opportunity for one member to be offered membership in other organisations; not automatically a member of all
- Exploring a joint membership database
- Joint recruitment events with one form
- Joint presentations – Rotary, Local Authority Engagement
- Shared marketing information and recruitment campaigns

Joint membership approach - Hull



- Shared resources – cost savings and cost effective (appreciated by public)
- Shared assurance
- Appreciation of unique needs
- Shared models and knowledge
- Shared goals and challenges – representative membership
- Shared events

Joint membership approach - Hull



- Need to ensure that we still meet our own organisational needs from membership
- No evidence to suggest that a joint membership approach is discouraging people – need to follow up
- Will it cut down on confusion? What are people joining?

Joint membership approach - Hull



Over to you!

1. What do you feel the benefits would be working jointly on membership in your area?
2. What partnership work do you do already? Would a joint approach to membership fit in easily?
3. How can membership work with your local LINk – can it?
4. How will you use (how do you use) your membership?