



Membership Background and Model

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Agenda

- Background & Contextual Influences
- The Model
- Structure of the Model
- Gaining Local Ownership
- Performance Monitoring & Targets
- Exploring Wider Opportunities
- Key stages of our Journey
- What we have learnt
- Do you want to be a Millionaire?

Background & Contextual Influences

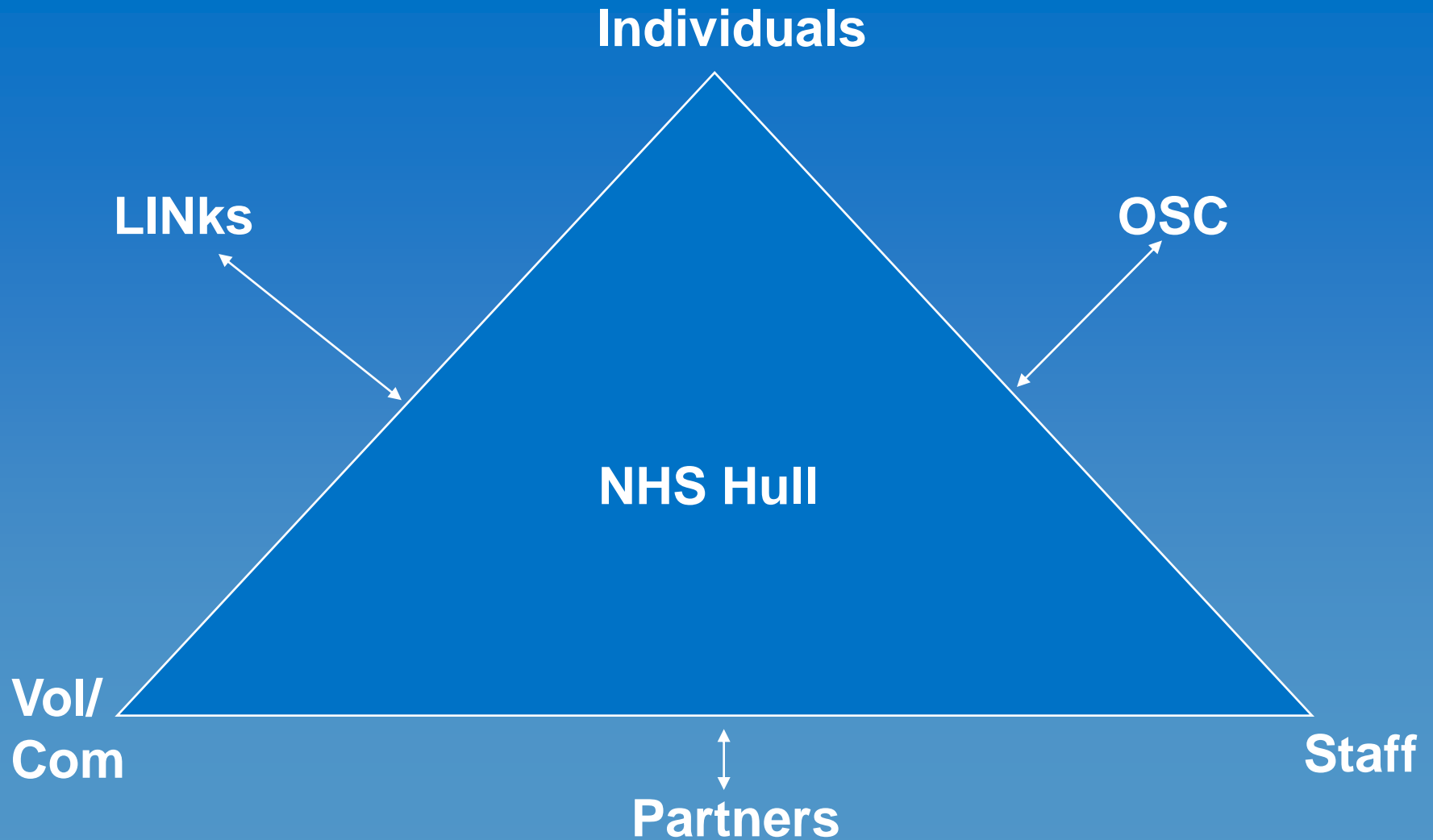
- Desire to increase accountability of the PCT to the local population
- Locality Working
- Foundation Trust Membership Model
- Preston Road, Community Champions

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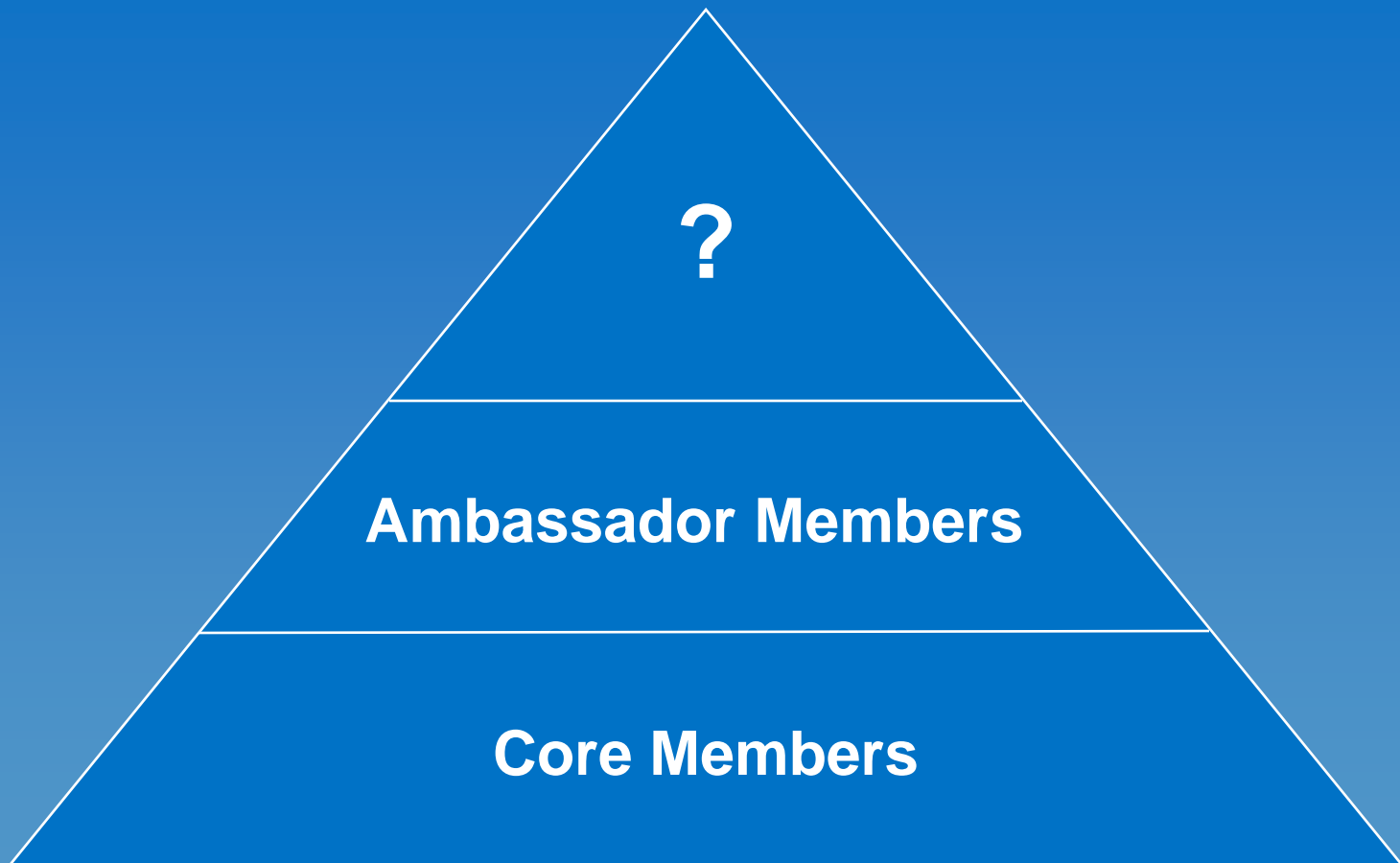
Challenge

Getting People on Board/Overcoming anxieties

The Model



Structure of our Model



Making the Model a Reality and Ensuring Local Ownership

- Vol/Com Constituency pilot - £36k
- Individual Constituency pilot - £36k
- Citywide Listening Exercise – ‘We’re all Ears’ - £250k

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Timescales

Performance, Targets and Monitoring

- To recruit 1% of eligible local population in 2008/09 – Trust Board Reporting
- Membership Development Plan
- Recruitment targets within Locality PPI Plans
- Promotional Plan
- Steering Group established

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**Resources.
Timescales**

Exploring Wider Opportunities

- Local Partnership Working
- Database provider
- NHS Centre for Involvement
 - Top Tier
 - Audit



Learning to Trust



Gaining Mutual Understanding



Taking a Risk

Our Journey!

- August 07- Paper to CX considering legalities of Membership in Commissioning Organisation
- September 07 – Proposal to the Board
- October 07 – Directors Time Out
- October 07 – Key Stakeholder Discussion x 4
- December 07 – Senior Managers/Lay Time Out
- Jan/Feb – LDP Bid
- March 08 – Board Paper, Model, Progress and Options
- April 08 – Membership Launch
- July 08 – Membership Manager in post

Learning

- Trust in what you believe to be true
- Remain flexible, responsive and open to change
- Be tenacious and remain optimistic
- Listen to what your population are saying
- Being truly accountable to your population can be scary – be brave!

Question?

In which NHS organisation do you think a membership is most appropriate

1. NHS Foundation Trust
2. NHS Provider Organisation
3. Commissioning PCT
4. None
5. All
6. Not sure

Question?

Do you think a Citywide membership accessible by all local statutory organisations is feasible?

1. Yes, it will bring together health and social care issues
2. Yes, it will provide a single voice
3. Yes, it would be innovative
4. No, too many challenges
5. No, too ambitious
6. No, its ridiculous



TOGETHER WE CARE



NHS Hull Membership Conference

9th June 2009

The Village Hotel, Hull