



# Implementing a Membership Model

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Membership Manager

# On your marks.....

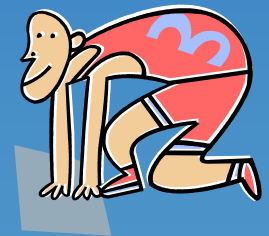
- Membership Manager appointed 1st July 2008
- 200 members
- Administrative Assistant appointed full time on 1st August 2008
- Development Plan(s)
- Steering Group
- Membership Pilot studies (DOC/Goodwin)



# Getting started.... database

## Collection of data

- Determine data sets – interest areas, demographics, equality & diversity information
- Using a collaborative approach, building upon existing mechanisms
- Joint working arrangements – data collection
- Database provider – sharing a vision
- Reporting



# Systems and Processes

- Access to Members (Registration form/capturing outcomes)
- Storing of information – governance
- Meeting arrangements
- Newsletter
- Organising events

# Hurdles.....

## Challenges

- Ethnicity/sensitive information
- Localities/Boundaries
- Contracting
- Success leads to increased costs

## Achievements

- Joint Working Group
- Database – options
- 6,000 members!
- Cost reduction
- Kept clear of the pitfalls



# Membership Packs

What do members require from us?

- Monitoring form linked to database
- Information about NHS Hull and other NHS organisations
- Comment cards – for feedback
- Membership card and pin
- Additional membership leaflets



# Promotion & Promotional Material



- Promotional Plan
- Designing the leaflet
- Linking to other activity
- Recruitment – existing mechanisms
- Recruitment – local venues
- Advertising & publicising

# What worked/didn't work

## What worked

- Linking with HCC events
- Linking with Public Health Events
- Face to Face – local shops
- Training sessions – Colleges  
University Freshers

## What didn't work

- Local Information leaflet with purchased advertisement space
- Leaflet distribution



# Joint Partnership Working

## Set up Joint Working and Learning Group

- Learning together
- Getting to know you – out and about

## Outcomes to date

- Recruitment Events
- Joint leaflets
- Shared vision





# Next steps.....

## Ambassador level

- Meeting/focus group July 09
- Roles and responsibilities/governance

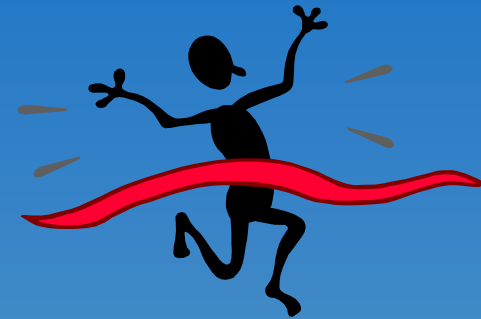
## Ambassador Involvement

- recruitment panels, staff interviews etc
- Representative of local communities feeding into and out.
- Members supporting members
- Members events



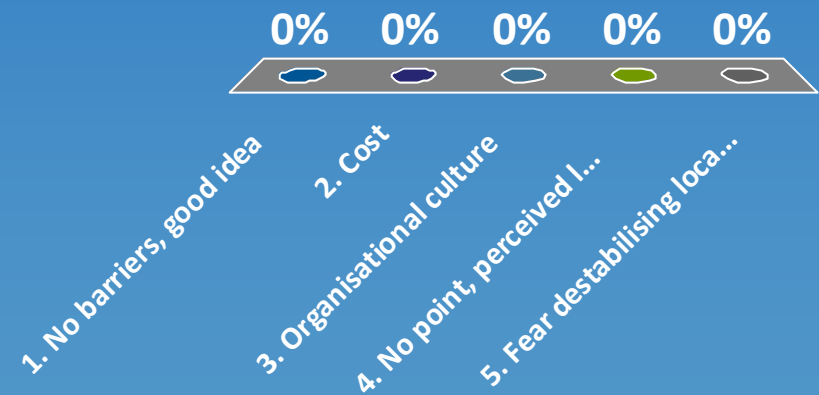
# Outcomes.....

- First membership event
- Business Planning events
- Social Marketing
- LIFT programme
- We're All Ears



# If you were implementing a membership in your organisation/Primary Care Trust, what do you think would be the biggest barrier?

1. No barriers, good idea
2. Cost
3. Organisational culture
4. No point, perceived lack of interest from local population
5. Fear destabilising local involvement network (LINK)





# NHS Hull Membership Conference

9<sup>th</sup> June 2009

The Village Hotel, Hull