

Governors:

representing you

2020 to 2024



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1. Foreword by the Chair of our Trust

Thank you for taking the time to find out about membership at our Trust. Our job is to provide the best quality and safe NHS care to those in need of it. As a foundation trust it is important that we are connected to, and have representation from the communities of the people that we serve, or could provide services to.

We actively encourage feedback and provide opportunities for people to stay in touch with our Trust so that we can continue to understand what people want from our services and find out what they think of them. Having a membership is one way of doing this and further strengthens our links with communities.

As a member, you are eligible to stand for election as a governor. Members are given the opportunity to vote in our governor elections. You are able to attend any of the Council of Governors' meetings held in public and observe the discussions about the work going on in the Trust, which can be a way to meet with the Governors who represent you and your views. We also hold an Annual Members' Meeting each year where we bring together the Trust's members, staff, Governors, and the Board of Directors. It is a fantastic day where members have the opportunity to find out about some of the great work our Trust has been doing over the last 12 months.

We look forward to working with you.



Cathy Elliott
Chair of the Trust
Chair of the Council of Governors



2. Introduction

Bradford District Care NHS Foundation Trust (Trust) was authorised as a foundation trust on 1 May 2015, having previously been established as Bradford District Care Trust in 2002, a specialist Care Trust under section five of the National Health Service and Community Care Act 1990 and section 45 of the Health and Social Care Act 2001.

Our Trust is a provider of mental health, learning disabilities, community health, and dental services across a diverse district comprising urban and rural Bradford, Airedale, Wharfedale and Craven. The population we serve is one of the most multicultural in Britain with over 100 languages. Some localities in Bradford are amongst the most deprived in the country reflected in higher than average demand for health services and reduced life expectancy.

Service users and their carers are at the heart of our Trust. We constantly strive to make a difference through the provision of the best possible care and support, working closely with partner organisations, we provide effective, accessible and modern healthcare services.



3. The purpose of this strategy

The aim of this membership engagement strategy is to set out a series of objectives for the Trust to maintain, grow and engage its membership. It also describes how the Trust will evaluate the delivery of the strategy. The strategy will be delivered in partnership with the wider framework of Trust strategies, which address the issues of equality and diversity, public, service user and carer involvement, user engagement and being a community connector.



The strategy sets out the methods that will be used to identify and build an effective, responsive and representative membership body that will assist in ensuring that the Trust is fit for its future in the changing NHS environment.

4. Foundation trust model of accountability

Our Trust is accountable to the people and the communities that it provides services to. Foundation trusts are part of the NHS but they are governed locally instead of centrally by the Department of Health and Social Care.

They are based on membership with local people having a say through representatives on the Council of Governors. This gives local people a bigger say in:

- how health services are run;
- how money is spent on healthcare services; and
- who is on the Board of Directors.



Figure 1. **Your statutory duties**, A reference guide for NHS foundation trust governors. Published by Monitor **August 2013**

The **Council of Governors collectively, is the body that connects our Trust to its service users, carers, staff members, stakeholders, and the wider public.** There are 27 seats on our Council of Governors, made up of: 15 public, five staff members, and seven appointed Governors from partner organisations.

Members views are represented by Governors, the Council meets formally four times a year, with one additional meeting scheduled in the form of an Annual Members' Meeting. This presents an opportunity for the Governors to meet and engage with members and the wider public, and to receive our Trust's Annual Report and Accounts and the Auditor's opinion on them.

5. Membership

By being a member, it gives people a chance to have their say. This could involve helping to improve and shape services our Trust provides, or simply receiving updates on news on how the Trust is doing and its future direction.

Membership is incredibly important as it strengthens our links to the community we provide services to and their networks. Members, and the wider public, are able to attend any of the Council of Governors and Board of Directors meetings that are held in public. We also actively encourage attendance at our Annual Members' Meeting. This can be a way for you to meet the Council of Governors, and also see the work of the Board of Directors.



Membership means you are involved

We know the NHS is important to you, so we want to engage and work with you as we develop our services. Our members help us do this and let you have a say.

You can elect Governors

Members elect the public and staff governors, which represents three quarters of the Council of Governors. The Governors represent the members by working with you Board of Directors to provide feedback and views from their constituents.

Keeping members in touch

It is important that our membership is strong and influences how the Trust is run. We will consult with members on issues and gain your views. We also want you to have a better understanding of our Trust, the services that we provide and how decisions are made.



Who can be a member?

- ✓ anyone over the age of 14
- ✓ staff members on a permanent, or fixed term contract of at least 12 months, are automatically members of the staff constituency unless they decide to opt out.

What does it mean to be a member of our Trust?

Public and staff members have a key role in the way our Trust is governed now and in the future. By being a member of our Trust, you can:

- ✓ become involved in health service planning
- ✓ stand for election as a Governor
- ✓ vote in the election for new Governors
- ✓ become involved with our patient experience and volunteering opportunities
- ✓ learn more about local health care services by attending meetings and events.

Membership principles:

- ✓ membership is free
- ✓ members can choose how much or how little they want to be involved
- ✓ membership builds upon existing service user and carer involvement
- ✓ membership builds on existing volunteering involvement.



6. Better Lives, Together – strategic vision

Connecting to the Trust’s overarching strategic framework: Better Lives, Together. The following four goals were identified as the key enablers to our Trust achieving the strategic framework over 2019 to 2023. This Membership Engagement Strategy will be one of the enablers to support the Trust in delivering its strategic vision. Below outlines the four goals within the Better Lives, Together strategy and opportunities for both Governor and member involvement and participation.

Our goals and aims	What Governors and members will do
<p>Healthy as possible</p> <ul style="list-style-type: none"> • Implement our new involvement strategy ‘Your Voice Matters’ • Work with Community Partnerships to provide flexible, integrated community services 	<ul style="list-style-type: none"> • Be consulted on, and help form the involvement strategy ‘Your Voice Matters’ • Be presented with opportunities to become an ‘Involvement Friend’ • Be presented with opportunities to form part of the Trust’s volunteering network • Provide a link to community partnerships and the wider public • Governors to help create an engagement and stakeholder map which will support targeted future engagement activities • Governors to help build connections with the voluntary and community sector • Governors to help build connections with patient participation groups • Public and Appointed Governors to be invited to attend meetings as invited by the Corporate Governance Manager when opportunities arise • Support the Patient Experience & Involvement Team (PEIT) to develop an action plan to engage members in defined participation and involvement projects • Governors, members and the wider public invited to participate in the Trust’s ‘You’re a Star Awards’ staff recognition scheme • Public and Appointed Governors fulfil statutory duty of ‘representing their constituents, and the wider public’ by providing feedback to the Trust, and raising questions on their behalf through the formal mechanisms.

<p>Best place to work</p> <ul style="list-style-type: none"> • Improve staff retention and engagement; grow apprenticeships • Attract and develop staff, and equip them with the right skills • Ensure equality and diversity in our workforce. 	<ul style="list-style-type: none"> • Staff Governors to champion the ‘Best Place to Work’ campaign • Trust wide engagement activity programme to be devised to: help raise the profile of the Staff Governors; and to raise awareness of membership. Trust workforce to be encouraged to recruit new members from their networks • Converting staff leavers to new public members as and when they leave employment with the Trust. Process to be put in place with Human Resources as part of ‘leavers process’ • Staff Governors to be invited to attend the Best Place to Work meetings • Governors to work with the Membership Office to understand how representative the membership is. Staff Governors to work with the Head of Equality and Diversity to engage their support in targeted engagement campaigns, working with public and appointed Governors to deliver target membership engagement campaigns • Public and Appointed Governors to provide a key link to the external environment and partners • Staff Governors fulfil statutory duty of ‘representing their constituents’ by providing feedback to the Trust, and raising questions on their behalf through the formal mechanisms.
<p>Seamless access</p> <ul style="list-style-type: none"> • Implement the redesigned 0-19 children’s and oral health services in Bradford • Transform the Child and Adolescent Mental Health care pathway • Review our Dementia Community pathway. 	<ul style="list-style-type: none"> • Governors and members to be engaged with service configuration in line with statutory duties • Opportunities for members and the wider public as ‘Involvement Friends’ to be involved with Trust meetings to be an engagement representative • Process to be devised to raise awareness of membership, work to take place with the services to look at how the membership role can be promoted to service user and their carers • Contribute to system-wide involvement opportunities and engagement • Public and Appointed Governors fulfil statutory duty of ‘representing their constituents, and the wider public’ by providing feedback to the Trust, and raising questions on their behalf through the formal mechanisms.

Best quality services

- Introduce the Care Trust Way (quality improvement approach) to all staff
 - Improve the safety and responsiveness of our adult mental health services.
- Staff Governors have an opportunity to become trained in the Care Trust Way methodology
 - Governors presented with opportunities to attend Board Service Visits
 - Governors presented with the opportunity to be involved with the Quality Account (Report) and the selection of a local indicator
 - Governors presented with the opportunity to be involved with the Patient Lead Assessment for the Care Environment visits in partnership with the Estates Team
 - Opportunities for members and the wider public as 'Involvement Friends' to be involved with Trust meetings to be an engagement representative
 - Membership Newsletter to be refreshed with a supporting engagement plan created, in partnership with the Communications Team
 - Governor Newsletter to be refreshed with opportunities to deliver member and public engagement created, in partnership with the Communications Team
 - Communications Team to support engagement campaign to raise awareness of the formal Council of Governors meetings
 - Governors and members invited to attend public Board meetings to observe the business of the Board of Directors
 - Public and Appointed Governors fulfil statutory duty of 'representing their constituents, and the wider public' by providing feedback to the Trust, and raising questions on their behalf through the formal mechanisms.

7. Strategy deployment

As agreed by the Council of Governors, the supporting sub-committee, the Membership Development Committee, will oversee the deployment of this strategy with support from the Membership Office. The Committee will feedback progress reports to the formal Council meetings to provide a route of assurance and escalation on the delivery of this strategy. A six monthly report will be presented to the Board of Directors.

8. Meaningful engagement

It is essential that our Trust establishes appropriate and meaningful two way conversations with its members. The conversations should go beyond broadcasting information and should seek to actively engage those members who want to be involved in shaping the future of our Trust, and other involvement initiatives.

Our communication with members will be in line with our Trust values and based on the NHS Communications standard: open and honest; efficient; integrated; credible; planned; clear; targeted; two way; timely; and consistent. Having successfully recruited to a large and broadly representative body of public members, we are now concentrating on how we can better engage and promote an open dialogue with our membership. Our commitment to making this a reality includes:

- ✓ continuing to seek the views of members on the type of information they would like and how often they would like to receive it
- ✓ ensuring that our membership communications make the best use of digital platforms, whilst remaining accessible to a diverse audience
- ✓ continuing to encourage members to share their views of service changes and developments
- ✓ robustly promoting any election process to all eligible members, encouraging them to nominate themselves or take part in the ballot
- ✓ working with the Patient Experience & Involvement Team to inform members of the 'Involvement Friends' opportunities
- ✓ working with the Volunteering Team to inform members of the volunteering opportunities.

9. Continuous improvement

In line with the Care Trust way, quality improvement methodology at our Trust, we actively encourage feedback and opportunities for people to be involved. We will assess the progress of this strategy by undertaking an 'annual membership survey' which will be a key tool in understanding engagement and involve of Trust members.

10. Governors, representing you



I am proud to be making a difference within my role as a Clinical Staff Governor. I have particular interests in staff health and wellbeing, and our Trust delivering high standards of service user care. I have started working more closely with community groups and I am looking forward to doing more of this over the coming months.

Pamela Shaw
Clinical Staff Governor



I decided to stand as a governor because I felt I could still make a useful contribution in support of local NHS services after retiring from work in the NHS. I have particularly enjoyed involvement with people who are committed to ensuring that health services provide a high quality response to the needs of local people.

I feel I have been able to ensure that the views and experience of the public are considered in the decisions the Trust makes.

Colin Perry
Public Governor (Bradford West)
Deputy Lead Governor



I initially put myself forward as a Governor so that I could represent the views and experiences of service users in my area. However, once I got involved, I realised that I could represent so many more.

I have been able to work with the Trust in the areas that interest and affect me. I genuinely feel like I can make a difference to services so that the local community have a far better experience and that the vast and varying needs are met. The Trust and other Governors have helped me along the way to find my confidence and voice and I feel like part of a fantastic team.

Rupy Hayre
Public Governor (Bradford East)

We hope this booklet has helped inform you of our Trust's engagement activity, and commitment to supporting our Governors to fulfil their statutory duty of 'representing their constituents and the wider public'.

If you would like to find out more information about this strategy, the work of the Council of Governors, or other participation and involvement opportunities, please contact the Membership Team on: 01274 363430 or ft@bdct.nhs.uk



We Care



We Listen



We Deliver