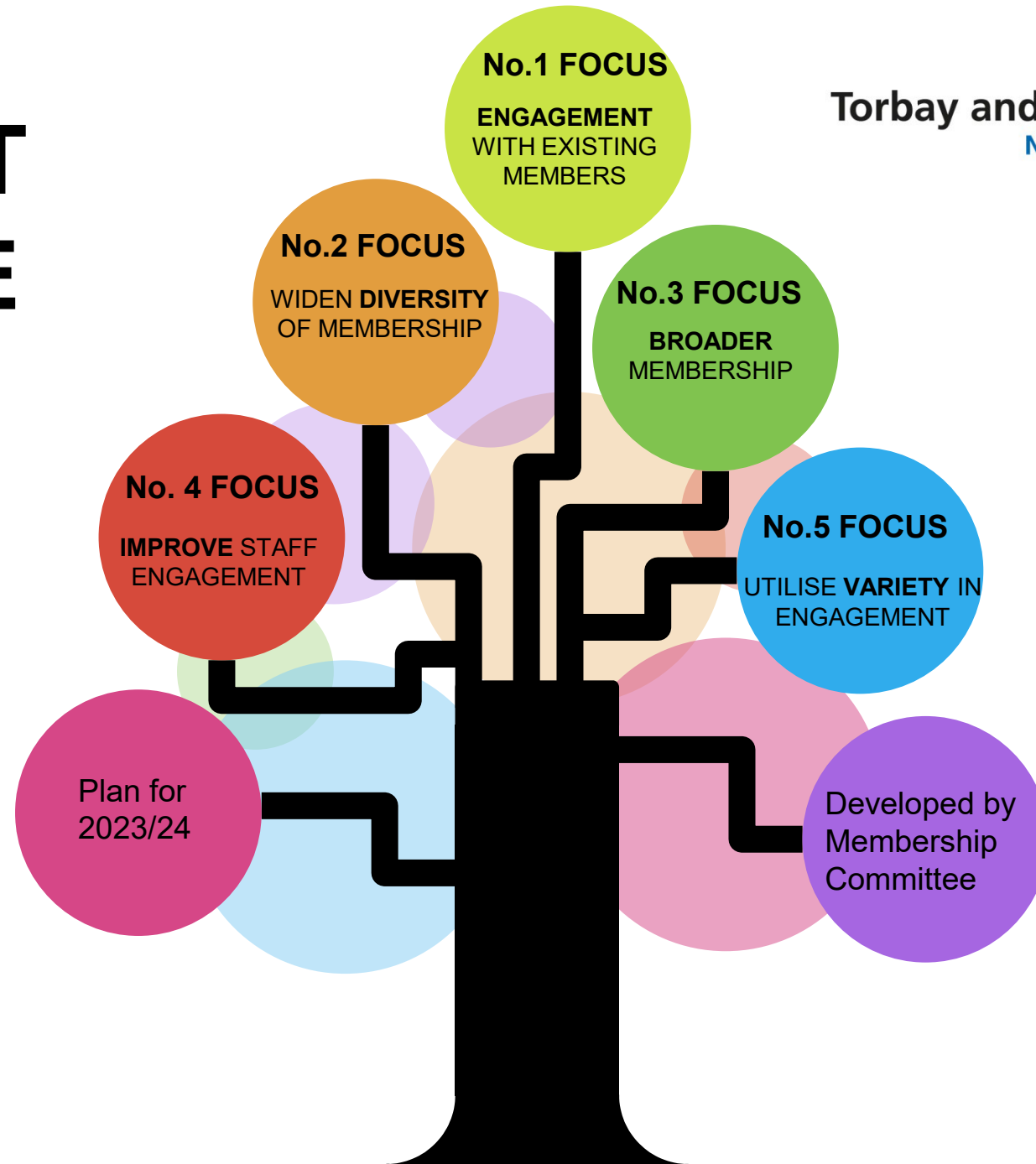


MEMBERSHIP DEVELOPMENT PLAN ON PAGE

2023/2024



Torbay and South Devon
NHS Foundation Trust



ENGAGEMENT WITH EXISTING MEMBERS

SURVEYS

MEMBERSHIP
VIDEO

ENCOURAGE
MORE EMAIL
SIGN UP (30%)

USE QR
CODES

FACE TO
FACE
CHATS

DEVELOP
LOCAL
POSTERS

SOCIAL MEDIA

STAFF
MEETINGS

VIA
VIRTUAL
MEMBERS
EVENTS

WIDEN DIVERSITY OF MEMBERSHIP

WORK WITH
DIVERSITY &
INCLUSION
TEAM

OPPORTUNITIES
FROM THE NEW
SW PENINSULA
CONSTITUENCY

WORK ON NEW
ENGAGEMENT
AREAS

MEASURE
IMPROVEMENTS
VIA DATABASE
REPORTS

BROADER MEMBERSHIP BASE

WORKING AGE
MEMBERS

YOUNGER
MEMBERS
(UNDER 21)

MORE MEMBERS
FOR BOTH
TEIGNBRIDGE &
SOUTH HAMS

DIVERSITY
DATA
COLLECTED

IMPROVE STAFF ENGAGEMENT

ASSIST STAFF
GOVERNORS
TO MEET TO
SHARE IDEAS

APPOINT A
STAFF
GOVERNOR
LEAD

FROM THIS
DEVELOP A
PLAN FOR
STAFF
ENGAGEMENT

VARIETY OF ENGAGEMENT METHODS

SOCIAL
MEDIA
VIA
COMMS

GOVERNOR
VIDEO

FACE TO
FACE
EVENTS

EMAIL

VIRTUAL
MEMBERS
EVENTS &
Q&A

HEALTHY
FUTURES
ARTICLES

POSTERS

OUR NEW
LEAFLET