

Membership Engagement Plan - Update 2025-2026



Membership Engagement Plan 2023 - 2026



Communications

- Review TrustTalk
- Explore social media opportunities
- Enhance membership webpages
- Review email information sent to members
- Review members meetings
- Develop a members meetings plan
- Offer targeted engagement opportunities
- Annual members survey on year's events and communications



External Collaboration

- Identify target areas for Governor and member recruitment
- Connect with voluntary sector
- Encourage Governors to gather and share information through their local connections



Internal Collaboration

- Create and embed working links with People Participation and volunteering
- Review Governor support



Population Health

- Hold joint members meetings with neighbouring Trusts
- Establish non-profit meeting venues database



Financial Viability & Sustainability

- Develop eco system key contacts database
- Review Annual Members Meeting format

At ELFT, our members are our local community, service users, staff, stakeholder and the voluntary sector, connecting us to all we serve

At ELFT our members are
our local communities,
service users, staff and
stakeholders

TBC Eileen Taylor, Chair



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For our members, impact is personal, practical and often immediate.

Impact does not always appear in the numbers. Our impact lives in everyday moments: a conversation, a warm pair of socks, trusted advice, or the chance to be heard.



Sometimes it is found in someone feeling seen, heard and supported.



People want face-to-face connections, trusted information and practical support to help them stay well.



Not all impact can be counted, but it can be felt in trust built, stories shared and barriers overcome.

Keeping our membership connected

At the start of the Membership Engagement Plan, the Trust had nearly 8,000 members, with more than half recorded as postal-only members and no email address on file. Many had joined over ten years ago and had little recent contact with the Trust. As postal costs continued to rise, communicating with this large group in a timely, sustainable and cost-effective way became increasingly challenging.

Following discussion and consultation with our Governors, postal members were contacted and invited either to continue receiving communications by post or to provide an email address to receive information digitally. This exercise helped us refresh and modernise our membership database, ensuring that records are more accurate and that members can receive information in their preferred way. While some members chose to remain postal members, many opted to move to digital communications. This approach respects individual preferences while improving efficiency and delivering better value for money.

Today, members receive regular email updates featuring trusted health information, advice and opportunities to get involved. Communications include resources from organisations such as the British Heart Foundation, local health and wellbeing information, Trust news, community events and opportunities to participate in surveys, engagement activities and volunteering.

Postal members continue to be valued members of our Trust community and receive membership surveys and an annual update, ensuring they remain informed and connected.

“Our impact is visible in the everyday: in conversations held, trust built and practical support offered at the moment it’s needed most”



Impact

Small practical items have big meaning

For handouts like hand cream, healthy snacks, fruit & veg, gloves and socks

Simple items meet immediate needs and remind people that they matter

These aren't extras, they're essentials for dignity and wellbeing.

What feels small to give can feel huge to receive

"Being a Governor for the past nine years has been one of the most rewarding experiences of my life. I have always been passionate about people and communities, and I feel incredibly fortunate to be part of an organisation that genuinely cares about making a difference. What touches me most is that our membership engagement is never about numbers, it is about people. It is about taking the time to listen, understand what matters, and finding ways to help people feel included and valued.

I have seen how seemingly small gestures can bring so much joy, whether that is providing a large easy-read Scrabble set so everyone can join in at a church group, or sharing Diwali gifts with older members of our community to help them feel remembered and celebrated. These moments may seem small, but they can mean so much to the people receiving them.

I am grateful for the kindness, compassion and respect in everything we do. I am also proud that our Chair, Eileen, opens Council of Governors and Board meetings by recognising and celebrating the diverse festivals and cultural events observed across our communities. This simple but meaningful gesture reflects the inclusive values of our Trust and its commitment to ensuring everyone feels seen, respected and valued.

Seeing the positive impact on individuals and communities reminds me why this work matters so much, and I am proud to be part of an organisation that puts people at the heart of every decision."

Jamu Patel, Public Governor Luton

Our Governors – what does engagement mean to them?

influence
health fayres
visible
active in communities
being local
impact
diversity
events
working with partners
helps to creates a culture
makes us accountable



Where have we been this year

- Chicksand East Tenants and Residence Association Family Fun Day - Tower hamlets
- Compass – employment Support fair – Tower Hamlets
- Cost of Living Support - Hackney
- Healthwatch Older people Festival
- Healthwatch Luton
- Luton Friendship café
- Luton Carers event Dunstable
- Newham Hospital we are Healthy event
- Newham Older peoples reference group
- Tower Hamlets Summer Fair



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ELFT STRATEGY 2026-2031

TOGETHER WE'RE BUILDING A FUTURE WHERE...

PEOPLE CAN RELY ON SAFE, KIND, JOINED-UP CARE THAT HELPS THEM LIVE WELL FOR LONGER AND FOCUSES ON WHAT MATTERS TO THEM. ELFT IS A PLACE WHERE STAFF CHOOSE TO BUILD THEIR CAREERS, WITH THE FREEDOM TO GROW, LEARN AND SHARE WHAT WORKS.

PEOPLE WHO NEED IT MOST ACHIEVE EQUITABLE ACCESS, EXPERIENCE AND OUTCOMES, SHAPED THROUGH COLLABORATION WITH PARTNERS AND COMMUNITIES.

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Over the next five years we will - **Strengthen prevention and earlier help**

Working with partners and communities to support people earlier, and developing clear, practical approaches to prevention that improve people's quality of life

We will need to be 'with' our communities to help achieve this.

Key challenges and future plans

Looking Ahead

Reviewing and re-prioritising activities in the context of:

-  NHS 10-Year Plan
-  New Trust Strategy
-  Evolving membership arrangements beyond statutory governor requirements

Community Engagement in the Future

Listening and Engaging Differently
Joint Working and Collaboration
Strengthening Community Connections
Practical Support for Communities
Partnerships Beyond the Trust

**Relationships
build trust**

**Trust changes
behaviours**

**Behaviours
create change**

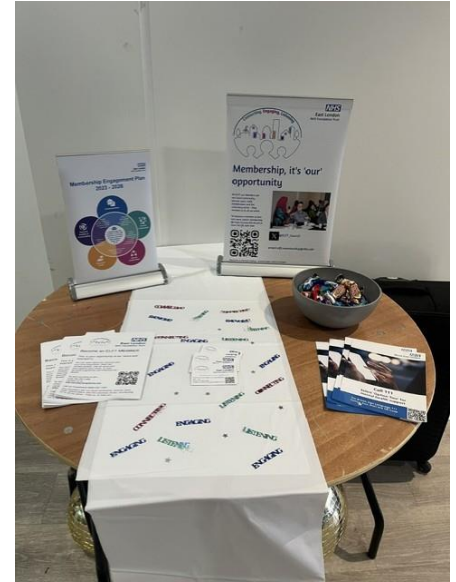
The future may look different , but our commitment remains the same, listening to our communities, building trusted relationships and working together to improve health and wellbeing.

Strong Foundations – same commitment

As we reach the final year of our three-year Membership Engagement Plan, we have an opportunity to reflect on the strong foundations that have been built through listening, learning and connecting with our communities. While the next few years may look different, our commitment to hearing the voices of local people and responding to what matters most to them remains unchanged. Changes to the statutory requirements relating to governors do not diminish the importance of community engagement. This is an opportunity to think differently about how we engage, influence and connect with the communities we serve.

The relationships, trust and networks we have established over the past three years provide a strong platform for the future. As we move forward, we will continue to listen to our communities, share what we can do and work together to improve the health and wellbeing of the people who rely on our services.

The future may look different, but the principle remains the same, meaningful engagement means listening, being present and working alongside our communities.



Meaningful engagement starts with being present in the communities we serve.