

# Membership Strategy

2020 - 2025



Sussex Partnership  
NHS Foundation Trust

**Our vision:** Working together to improve mental health

## Membership objectives

**To improve engagement with members**

**To build a membership that is representative of the communities we serve**

**To effectively communicate with members**

## Priorities

- Build on our relationship with members to harness their experience and enable them to help improve services
- Improve and increase community engagement
- Develop and Implement Associate Memberships
- Develop events that are tailored to members
- Build on existing relationships with the People Participation Team and Head's On, the Trust Charity, to further support a single view of the Trust
- Recognise members achievements
- Encourage members through the tiers of membership to support them becoming governors
- Analyse our membership on a regular basis
- Develop relationships with schools to increase younger peoples representation
- Increase LGBTQ+ and BAME community representation
- Increase carers, in particular young carers representation
- Increase learning disability representation
- Continue building and maintaining an accurate database
- Identify opportunities for two-way communication between members and governors
- Continue providing appropriate information to members
- Communicate the benefits of membership
- Target communications with the desired audience
- Ensure Partnership Matters and the Membership e-Bulletin are member focused
- Expand our social media presence
- Explore the use of digital platforms to communicate with members

**Assist the Trust in improving the quality of life for the communities we serve**