

WELCOME TO OUR

Membership and Engagement Strategy

2025-2028



Safe. Kind. Effective.

1. Welcome to our Membership and Engagement Strategy
2. Membership Ambitions
3. Our Membership and Council of Governors
4. Engaging with Our Membership
5. Governance and Oversight
6. Monitoring and Evaluation
7. Implementation and Review

Welcome to our Membership and Engagement Strategy

As a Foundation Trust, the Countess of Chester Hospital NHS Foundation Trust (COCH) is accountable to its patients, staff, and the wider community. Our membership model enables individuals to have a voice in shaping services, influencing decisions, and supporting the Trust's mission to deliver safe, kind, and effective care.

This strategy outlines our approach to developing and sustaining an active, representative, and engaged membership community from 2025 to 2028. It aligns with our strategic goals and supports our commitment to transparency, inclusivity, and continuous improvement.

At the start of 2025-26 our membership for staff and the public constituencies was:

Public Members	
Constituency	Number
Chester City and Rural Cheshire	2,697
Ellesmere Port and Neston	1,213
Flintshire	1,040
Rest of England and Wales	396
Out of Trust Area	6
Total	5,352

Staff Members	
Staff Group	Number
Add Prof Scientific and Technic	146
Additional Clinical Services	1,084
Administrative and Clerical	950
Allied Health Professionals	354
Estates and Ancillary	446
Healthcare Scientists	103
Medical and Dental	462
Nursing and Midwifery Registered	1,471
Total	5,016

Historically the majority of our members have retained a preference for postal communication over digital methods. The Trust is actively encouraging a transition towards digital communications to improve efficiency and engagement with our members. We anticipate that this shift may initially lead

to a reduction in overall membership numbers, as some members may choose not to transition to digital platforms. However, we believe that enhancing our digital engagement will ultimately strengthen and support our membership engagement.

NHS
 Countess of
 Chester Hospital
 NHS Foundation Trust

Membership Registration Form

We are really pleased you're interested in joining our Trust as a member. Our members help us shape the future of our hospitals, improve patient care and help us to better support our staff. To become a member, please complete the form below and return it to the Trust at the address or email overleaf.

Why become a member?

- Receive regular information about the Trust through newsletters and emails
- Be informed, and give your views on plans for future developments
- Attend member events including the Annual Members' Meeting
- Vote or stand in elections to the Council of Governors

Title Mr / Mrs / Miss / Ms / Other:

First name Surname

Address

Postcode

Telephone Mobile

Date of birth Gender Female Male Non-Binary Rather not say

About you... (optional)

Asian	Black	Chinese	Mixed	White
1. Bangladeshi	5. African	8. Chinese	12. White and black Caribbean	13. British
2. Indian	6. Caribbean	9. Other	13. White and black African	14. Irish
3. Pakistani	7. Other		14. White and Asian	15. Other
4. Other				

Membership Ambitions

Our ambition is to build a vibrant, diverse, and engaged membership community that reflects our population and contributes meaningfully to the Trust's development. This includes:

- **Representation** – Ensure our membership reflects the diversity of our communities.
- **Engagement** – Create meaningful opportunities for members to influence Trust priorities.
- **Communication** – Provide high-quality, accessible information to members.
- **Governance** – Strengthen the role of Governors as representatives of members.
- **Sustainability** – Promote digital engagement and environmentally conscious practices.

We will look to retain and grow our membership through our engagement activities.

Our Membership and Council of Governors

Our Membership Constituencies:

- **Public Constituency:** Open to anyone aged 11 or over living in England or Wales.
- **Staff Constituency:** All staff employed on a permanent or fixed-term contract of 12 months or more are automatically members unless they opt out.

Our Council of Governors is made up of elected public and staff governors, as well as appointed representatives from partner organisations. Governors play a vital role in:

- Representing the interests of members and the public at large
- Holding Non-Executive Directors to account
- Contributing to the development of Trust strategy

Governor Constituencies are:

Public Constituencies

- Chester & Rural Cheshire (8)
- Ellesmere Port & Neston (4)
- Flintshire (3)
- Remaining England & Wales (1)

Staff Constituencies

- Nurses and Midwives (2)
- Medical (1)
- Allied Health Professionals (1)
- All Other staff (1)

Partnership Governors (Appointed)

- Cheshire West & Cheshire Council
- University of Chester
- Council for Voluntary Services
- Flintshire County Council

Engaging with Our Membership

We will develop our approach to engagement with our members through a variety of channels and activities:



Governance and Oversight

The Membership and Engagement Committee, a sub-committee of the Council of Governors, will lead on the development, delivery, and monitoring of this strategy.

It will:

- Oversee recruitment and engagement activities
- Monitor membership levels, diversity and engagement
- Recommend opportunities for improvements and engagement to the Council of Governors

The Council of Governors will:

- Receive quarterly updates from the Membership and Engagement Committee
- Approve changes to the Membership Strategy
- Report annually to the Annual Members Meeting (AMM)



Monitoring and Evaluation

We will measure the success of this strategy through:

- Membership growth and retention rates
- Demographic representation analysis (biannually)
- Event attendance and feedback
- Newsletter open and click-through rates
- Member satisfaction surveys

Progress will be reported quarterly to the Council of Governors via the Membership and Engagement Committee and annually at the Annual Members Meeting.

Implementation and Review

This strategy will be supported by a detailed action plan delivered through the Membership and Engagement Committee with quarterly updates to the Council of Governors. Progress will be shared with members through newsletters and the Trust website.

For more information or to become a member please contact:

Membership Office

 coch.membershipenquiriescoch@nhs.net

 01244 366 429

 [Click here for more membership information](#)