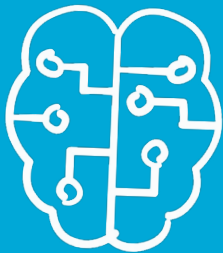




NHS

Great Ormond Street
Hospital for Children
NHS Foundation Trust

Join our
Membership



Knowledge

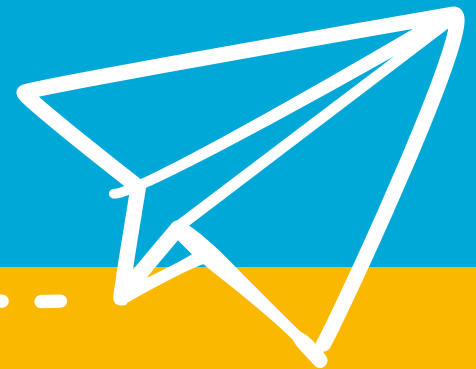


Inclusivity



Sustainability

Digital Innovation & Connectivity



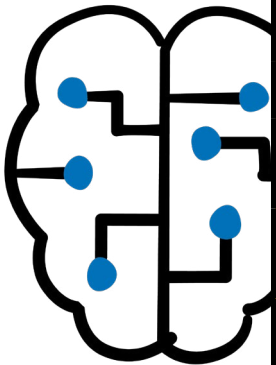
Activity Plan

2022–2025

Knowledge

Activity

How often

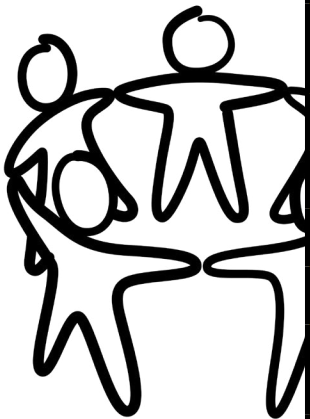


| | |
|---|-----------------------------|
| Develop a Governor Toolkit of materials to help governors engage with members and public | June 2022 / Review annually |
| Virtual / hybrid 'Meet the Governor' or 'Meet the team' sessions | Every quarter |
| Refining the membership offer by breaking down the benefits through infographics and videos | Every 6 months |
| Member temperature checks - social media polls/ short surveys to understand how members feel about the membership | Every 6 months |
| Hosting in person and virtual listening events on topics that members tell us are important to them | 2 – 3x year |

Inclusivity

Activity

How often

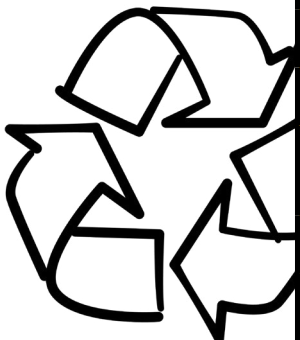


| | |
|--|-----------------------------|
| Member content drive: photos/videos of members from different backgrounds to include in marketing material | April 2022 |
| Redesign membership materials (application forms, booklets, posters, postcards and welcome letters) | May 2022 (annual review) |
| Newsletter refresh | October 2022 |
| GOSH influencers drive | TBC |
| Targeted school & youth group presentations | Ongoing |
| Targeted focus groups sessions for underrepresented categories | Ongoing |
| Staff Governors at Senior Leadership Team meetings | During elections (annually) |
| Staff Governors at Virtual Big Briefs | TBC |
| Roundabout magazine | 4x year |

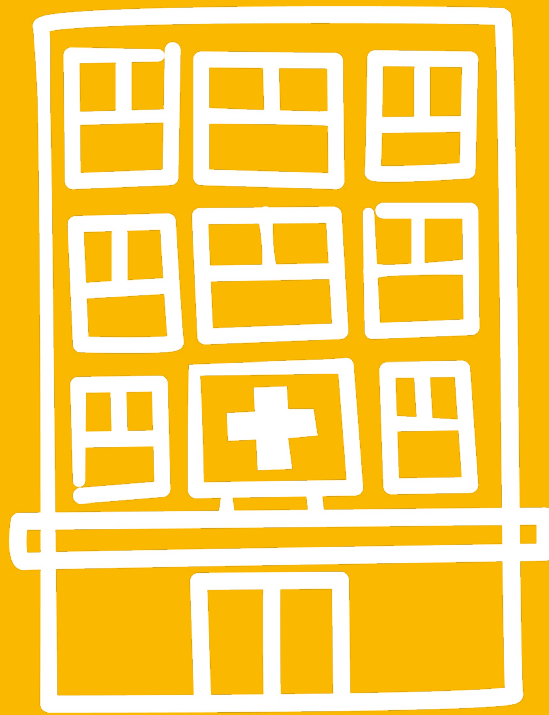
Sustainability

Activity

How often



| | |
|--|----------------------|
| Veganuary participation – sharing recipes, meal plan ideas, etc | January (annually) |
| Celebrate Earth Day | April (annually) |
| Plastic free | July (annually) |
| Recycle week – Highlight innovative ways members recycle and how recycling is done at GOSH | September (annually) |
| Partnering with local businesses to offer discounts to members | TBC |
| Inclusion in the developmental plans for the Children's Cancer Center | Ongoing |



Join our Membership

Follow the membership on
Twitter [@GoshMembership](https://twitter.com/GoshMembership)