Ashford and St. Peter's Hospitals NHS
NHS Foundation Trust

COUNCIL OF GOVERNORS
7th December 2011

TITLE	**Membership Report**
EXECUTIVE SUMMARY	A Membership Report is attached summarising the position on membership and some of the activities undertaken recently to raise the profile of the Governors. The main engagement exercise involved a session on Trauma and Orthopaedics for members. However, a recent initiative has been to involve a group of members in a market research exercise being conducted by the Trust. It is disappointing to note the dip in membership numbers from 5980 in August 2011 to 5805 on 1st November. The main cause was a data cleanse linked to the September distribution of Members Matters and which resulted in members who had moved or were deceased being removed from the register. While the focus needs to be on membership engagement we need to reverse this dip in membership numbers. The minutes from the Membership and Community Engagement Group held on 6th September 2011 are attached for information. A verbal update will be given by Andrew Ryland, chair of the Membership and Community Engagement Group, following the meeting held on 29th November 2011
The Council is asked to:	▪ Note and discuss the report ▪ Note the minutes of the Membership and Community Engagement Group held on 6th September
Submitted by:	Andrew Ryland, Chair of Membership and Community Engagement Group, and Jane Gear, Head of Corporate Affairs
Date:	18th November 2011
Decision:	For Discussion

MEMBERSHIP AND GOVERNOR ACTIVITY REPORT – NOVEMBER 2011

1. INTRODUCTION

The purpose of the paper is to provide a progress report to the Council of Governors on the Ashford and St. Peter's Hospitals NHS Foundation Trust's membership.

A detailed membership report has been made available to Governors for each constituency; this is being repeated quarterly.

2. ANALYSIS OF PUBLIC MEMBERSHIP

2.1 Constituency Breakdown Analysis: total membership

Figure 1: Public Constituency Breakdown

	NUMBER OF PUBLIC MEMBERS as at 1/08/11	NUMBER OF PUBLIC MEMBERS AS AT 1/11/11	INCREASE / DECREASE	
Elmbridge	364	343	-21	↓
Guildford	91	90	-1	↓
Hounslow	762	747	-15	↓
Richmond Upon Thames	141	139	-2	↓
Runnymede	614	600	-14	↓
Spelthorne	1437	1414	-23	↓
Surrey Heath	274	270	-4	↓
Windsor and Maidenhead	235	231	-4	↓
Woking	2062	1971	-91	↓
Membership Total	**5980**	**5805**		↓

An overall reduction of 175 members between August and November.

This is disappointing as a number of activities took place in August and September aimed at increasing the numbers of members.

2.2 Membership Churn

Figure 2: Members added and removed since April 2011

	Added	Deleted	
Q1 April – June 2011	36	1	↑
Q2 July – Sept 2011	88	254	↓
Oct 2011	7	4	↑

In August 2011 Capita carried out a major data cleanse prior to distributing the September Members Matters. This removed a total of 170 members (110 gone way/ 55 deceased/ 5 duplicates). In addition, there were 75 people who notified us that they had moved out of area and were therefore no longer eligible to be members.

Q2 saw a reasonable increase in new members; this was linked to the recruitment activity conducted with the Governors in the two out-patient departments.

2.3 Constituency Breakdown Analysis: percentage representation

The figure below sets out a snap shot of the change in percentage representation for each constituency between August and November**.**

Figure 3: Constituency Representation[1]

	ELIGIBLE POPULATION	PUBLIC - AUG	PUBLIC - NOV	% REPRESENTATION in Nov	Increase or decrease
Elmbridge	68817	364	343	0.50	↓
Guildford	5656	91	90	1.59	↓
Hounslow	103910	762	747	0.72	↓
Richmond Upon Thames	15455	141	139	0.91	↓
Runnymede	65926	614	600	0.91	↓
Spelthorne	75290	1437	1414	1.88	↓
Surrey Heath	13051	274	270	2.07	↓
Windsor and Maidenhead	7743	235	231	2.99	↓
Woking	73501	2062	1971	2.68	↓

It can be seen that work needs to be done to increase the numbers in constituencies with a lower percentage representation, especially around the Hounslow and Elmbridge areas, but also in Richmond and Runnymede. This has been discussed at the Membership and Community Engagement Group and features in the Membership Strategy Action Plan

2.4 Summary

Over the last three months there has been a disappointing dip in the membership level. The main cause has been the data cleanse with a number of members moving out of the catchment. The arrival of the new Membership Manager will be an opportunity to re-vitalise recruitment.

3 MEMBERSHIP ACTIVITIES SINCE THE LAST COUNCIL OF GOVERNORS MEETING.

3.1 Membership Manager

The departure of the Membership Manager at the beginning of September has meant that membership activities have been curtailed. However, Anu Sehdev joins the team on 15th November and will have as a priority both membership engagement and membership recruitment.

[1] The eligible population data for the age group includes the population age 14 and over

3.2 Members communication

The Membership and Community Engagement Group agreed that we should have an online form for members to contact their Governors. All enquires are received in the FT office and then forwarded to the relevant Governor.

The contact form has been set up on the Members web page (http://www.ashfordstpeters.nhs.uk/foundationtrust/contact-us) and a few enquires have been made; these have related to volunteering and catering.

3.3 Membership Events

The members' Health Event on Trauma and Orthopaedics was led by Orthopaedic Surgeon/Divisional Director, Mr David Elliot. This took place on Thursday 15th September 2011 at St Peter's Hospital and was attended by 31 members.

The event was extremely successful and all present, including a number of Governors, appeared to enjoy it. A report on the event was prepared by the Lead Governor and has been published on the websitehttp://www.ashfordstpeters.nhs.uk/foundationtrust/events-for-members and extracts will be included in the December edition of Members Matters.

All Members were invited to the Trust Annual General Meeting / Annual Members Meeting. Around 40 members came to the event (excluding staff and stakeholders).

3.4 Membership Activities

Spelthorne Together Assembly 2011, Kempton Park, Monday 26 September
This event is supported by local business and organisations. The Foundation Trust (membership) had a stand highlighting some aspect of the Trust's work including the Living Our Values programme.

Community Groups: Arrangements have been made to attend 2 community groups in 2012 to give a presentation on membership and the work of the Trust; Laleham Thursday Fellowship (Spelthorne) and in Walton Church (Elmbridge). Constituency Governors will be invited.

Market Research Project: The Trust is undertaking a piece of market research to establish what makes Ashford and St Peter's Hospitals unique and differentiates us from the other hospitals in the area. We contacted all on-line members via our global email system and asked for 45 Trust members who lived specifically in Woking, Hanworth, Bedfont or Feltham to participate in member research discussion groups.

We have had 16 responses and the discussion groups are being set up.

4 GOVERNOR ACTIVITY

(Excludes Committees/groups related to statutory functions)

Tuesday 18th October 2011 – Pathology Services. Andrew Laurie, Divisional Director for Diagnostics and Therapeutics, met with the Chairman, Maurice Cohen and Godfrey Freemantle and talked through the development of the Pathology Services Network.

Tuesday 6th September 2011- Membership and Community Engagement Group-. The draft Membership Strategy was agreed for ratification at the Council. Minutes of that meeting attached for noting by the Council. The next meeting will be held on 29th November and Andrew Ryland will update the Council.

Monday 24th October- Epsom transaction- Shape of the Council of Governors. A workshop was attended by 9 Governors and explored the possible impact that the Epsom Transaction could have on the shape of the Council. This provided sufficient guidance for the Integrated Business Plan which accompanied our response to the Invitation To Tender but will be a matter for further detailed discussion by the Council in 2012 if the transaction proceeds.

Monday 24th October- Epsom transaction A seminar was held for Governors on the transaction and considered the strategic context, the proposed clinical strategy and the financial implications.

Monday 25th October – **Governor Coffee Session**. The main themes for the meeting were winter planning, the Epsom transaction and the strategic context.

The **Patient Experience Group** met for the second time on the 31st October 2011.