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

COUNCIL OF GOVERNORS
15th February 2011

TITLE	**Membership Report**
EXECUTIVE SUMMARY	A detailed membership report produced by the Membership Manager is attached. This shows the Trust has nearly 6,000 public members. The Trust produced a Membership Strategy as part of its Foundation Trust application and it would be helpful to develop this with the Council.
The Council is asked to:	1. Note the membership report 2. Consider a volunteer for the Englefield Green event 3. Agree the establishment of a Membership and Community Engagement Group (suggested 6 Governors) 4. Identify a volunteer for the FTN Governors Association event
Submitted by:	Jane Gear Head of Corporate Affairs
Date:	8th February 2011
Decision:	For agreement

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Membership Report

1 Membership

The attached membership report gives information on the current level of membership, including how this has developed over the last year, and gives an indication of where we need to recruit more members.

2 Membership Strategy

As part of the application for Foundation Trust status the Trust developed a Membership Strategy.

As this is now more than one year old, this is an excellent opportunity to refresh and reinvigorate it.

3 Communications

On a number of occasions Council members have identified that work needs to be undertaken on how Governors can communicate with the membership, and also how Governors can enable the membership to communicate with themselves. At induction a number of examples of individual actions which could help develop good two way communications were discussed. These need to be developed in a coherent way, and links well with the need to take forward the Membership Strategy.

It is therefore suggested that a Membership and Community Engagement Group be set up. Draft Terms of Reference are attached- if agreed the Group could be set up for a one year period in the first instance. Nominations to work on the Group would be very welcome.

Foundation Trust Governors Association

This provides a forum for Foundation Trust governors to share best practice and experiences. It issues publications, guidance, and ad hoc briefings on critical issues as well as holding national conferences, local networks and workshops.

The Council don't need to take a decision about joining now, but to assist in the decision making we have been in contact with the Association and they have agreed that up to 2 Governors can attend an event to see the Association in action and provide feedback to the Council.

We have one staff Governor volunteer for their next development day on 7th April, but we can still take up the second place.

Jane Gear
Head of Corporate Affairs

MEMBERSHIP REPORT – JANUARY 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.

2. BACKGROUND

The membership was established in May 2009 as part of the application to become a Foundation Trust , to ensure that the local population had a say in its local health service and increase the organisation's accountability to the people it provides its services to.

Member details are held on a database that is cleansed on a regular basis to ensure the data is live and up to date. Regular cleansing ensures that members are removed e.g. gone away (moved house, etc), opted out or deceased.

There are 9 public constituencies which correspond with electoral wards These reflect the area the Trust views as its natural catchment (c 380k population) but extended to include other adjacent wards which reflects the Trust's position on the Surrey /London border.

3. ANALYSIS OF PUBLIC MEMBERSHIP

3.1 Membership Recruitment Analysis

Figure 1. Membership recruitment from 1st August 2009 to 20th January 2011

The public membership figure stands at 5954, as of 20th January 2011

Figure 1 highlights the large scale public member recruitment that occurred during the beginning of the membership recruitment campaign and during the 2009 public consultation on Ashford and St Peter's Hospital Trust's plans to become a Foundation Trust.

The trend line is reflective of the initial surge of membership applications that were received as the process and the Public Consultation took place. After initial recruitment we looked to engage and involve our members in the Trust, with a range of Health Days, sessions for people interested in putting themselves forward as a Governor and information being sent about the Trust.

The Membership Office, in partnership with Capita Membership Services, undertook a mail drop to 20,000 recipients in June and July 2010; this was targeted at specific areas where the Trust was recording marginally lower membership numbers in terms of demographics. The attention was focussed on Spelthorne and Surrey Heath.

The Membership Office reported a return of approximately 900 members, giving a return rate of 4%, which was higher than the target of 2.5% that we had set ourselves.

There is ongoing membership recruitment both through the website, which has contributed to 140 members recruited since its fruition and through joining forms included with new outpatient appointment letters, which are going out on a rolling basis.

3.2 Membership Churn

Figure 2. Added and removed members since August 2010

	Membership Churn	Added	Deleted
Aug 2010 Start Total	5743	154	7
Sept 2010 Start Total	5980	58	23
Oct 2010 Start Total	5925	18	7
Nov 2010 Start Total	5937	19	0
Dec 2010 Start Total	5949	12	1
Jan 2011 Start total Total	5954	6	-

Figure 2 highlights the members that have been added and removed from the system since the beginning of August 2010. This shows us that there is a rolling, continuous system of adding and deleting members.

Removals from the databse tend to be linked to mail drops e.g. Members Matters, when the data is cleansed prior to a large send out. There was also a thorough cleansing of the data prior to the elections.

3.3 Constituency Breakdown analysis.

Figure 3. Public Constituency Breakdown

	NUMBER OF PUBLIC MEMBERS as at 20/01/11	NUMBER OF PUBLIC MEMBERS AS AT 1/8/10
Elmbridge	363	356
Guildford	91	89
Hounslow	760	757
Richmond Upon Thames	141	146
Runnymede	578	554
Spelthorne	1425	1253
Surrey Heath	272	226
Windsor and Maidenhead	234	237
Woking	2051	2058
Out of catchments area (still receive information, but can't vote, etc)	39	28
Membership Total	**5954**	**5704**

The Membership Office have highlighted that work still needs to be done to increase the numbers, especially around the Hounslow and Elmbridge areas and are looking for ways to improve this.

The Membership Team will be working with the Council of Governors to look for ways in which they can improve the numbers of members in the lower represented areas and to start building a recruitment campaign.

Figure 4. Constituency Representation

	PUBLIC	ELIGIBLE POPULATION	% REPRESENTATION
Elmbridge	363	68817	0.53
Guildford	91	5656	1.61
Hounslow	760	103910	0.73
Richmond Upon Thames	141	15455	0.91
Runnymede	578	65926	0.88
Spelthorne	1425	75290	1.89
Surrey Heath	272	13051	2.08
Windsor and Maidenhead	234	7743	3.02
Woking	2051	73501	2.79

Figure 4 highlights the numbers of members per constituency, to ensure that they are representative of the communities that we serve, in terms of the local population figures.

It is possible to see as highlighted on the previous chart, that there are lower % representations in Hounslow and Elmbridge.

3,4 Diversity Report

To ensure that the membership is representative, diverse and of a demographic balance the following data is collated:

Figure 5. Diversity Information

	PUBLIC (AS AT20/1/2011)	PUBLIC (AS AT 1/8/2010)	ELIGIBLE POP.
Age			
14 to 16 years	14	11	18699
17 to 21 years	59	59	30425
22 years +	5742	5520	380225
Total		5590	429349[1]
Ethnicity			
Not specified	141	113	0
White	4818	4626	441285
Mixed	60	58	9199
Asian or Asian British	783	760	55449
Black or Black British	98	94	7602
Other Ethnic Group	53	52	8703
Other	1	1	0
Total		5704	522238[2]
Social Grade			
ABC1	5575	5341	251875
C2	11	11	51145
D	168	163	54832
E	161	161	50832
Not assigned	39	28	0
Total		5704	408684[3]
Gender			
Male	2860	2759	207817
Female	3064	2919	221532
Not specified	30	26	0
Total	5575	5704	429349[4]

The basic minimum information needed for a member to sign up is their name and home address. Where it is not essential in terms of regulation that a member supplies

[1] Please note the eligible population data for the gender group includes the population age 14 and over.

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

[3] The eligible population data for the ethnic diversity group includes the entire population within the area, regardless of age.

[4] Socio Demographic Data is not taken directly from the census but from data from the census and the Market Research Society combined, and leads to a slight difference in eligible population

ethnicity data, it is beneficial to report on the diversity and demographic of its membership so we can try and ensure that it is fully representative of the community that we serve.

In figure 7, where a member has not supplied the information with regards to diversity reporting, this is highlighted to the Membership Office through the database. Discretion is then used on whether to follow up with the member on getting this information. As a minimum, the Membership Office has been following up with people that have not supplied their date of birth details, understanding that they might not want to supply this information, but just to confirm that they are over the age of 14, therefore eligible to be a member and also vote.

The Trust is very marginally under represented in the Socio Demographic Categories 'C2', 'D' and 'E'.' The Membership Team undertook a membership campaign to improve representation in these areas and is monitoring this on a regular basis. This saw a rise in the number of Category 'D' by 18 and Category 'E' by 23 through the specific targeted recruitment campaign in Summer 2010.

The Social Grades can be defined as below

Social Grade	Social Status	Occupation
A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional
C2	skilled working class	skilled manual workers
D	working class	semi and unskilled manual workers
E	those at lowest level of subsistence	state pensioners or widows (no other earner), casual or lowest grade workers

The data suggests that the Trust is marginally under represented in the 14-16 and the 17-21 age categories.

The Head of Corporate Affairs and the Membership Manager are looking at plans to push forward a drive for younger members. This is to include looking at students, work experience candidates and higher education. There has been a new membership form produced by pupils at the St. Peter's Learning Centre on site. This is to be put in younger person related areas eg the Children's ward, and we are looking to expand to youth clubs and schools.

4. STAFF MEMBERSHIP

Staff membership is on an 'opt out' basis: to-date one member of staff has opted out.

The Membership Office will be working with the newly elected Staff Governors to see where we can improve recruitment amongst family member and friends.

5. EVENTS

The Membership Office is hosting our third Members' Health event (Falls) on Wednesday 2nd March 2011. Members have been invited to this event through the *Members Matters* magazine, and through email bulletins.

The Membership Manager is working with a Multi-Agency group, including members of Runnymede Borough Council, local Police and St John's Ambulance Service to look at putting on a fun event for people in Englefield Green, specifically looking at the Forest Park estate.

It would be a great opportunity to showcase what the Hospital does and what services they provide. It would be a chance to engage with the specific community being targeted and recruit a membership. It would be an opportunity for Governors to attend, especially those from Runnymede.

3. SUMMARY

The Council of Governors are asked to note:

- The analysis of current membership.
- The diversity report and where we can focus recruitment attention.
- Identify any volunteers to help with the event in Englefield Green

Paper written by: James Harley, Membership Manager
Date: January 2011

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

Membership and Community Engagement Group of the Council of Governors Terms of Reference

1. Constitution

The Council of Governors hereby resolves to establish a sub-group called the **Membership and Community Engagement Group**. The Group has no formal powers, other than those specifically delegated in these Terms of Reference.

2. Authority

The Group is authorised by the Council of Governors to undertake any activity within its Terms of Reference and report back to the Council of Governors.

3. Membership

The Committee will be appointed by the Council and shall consist of no less than 6 members and no more than 10.

The Committee shall consist of at least six Governors, to include at least one each of public and staff Governors. Appointments to the Committee shall be for a period of up to three years, which may be extended for one further one-year period.

Co-opted members include:

- Membership Manager/Head of Corporate Affairs
- Head of Customer Affairs
- Head of Communications
- Chief Nurse or Deputy Chief Nurse
- Voluntary Services Manager

Other Executive and Non-Executive Directors may attend as required. The Committee may invite other participants to attend as required e.g. Associate Director of Informatics.

4. Chair

The meeting will be chaired by a Governor.

5. Attendance

Members of the Group should attend a minimum of 50% of the meetings.

Other managers may be invited to attend meetings for specific items.

6. Quorum

The quorum will be 4 members, 2 of whom must be public governors.

7. Frequency and Conduct

The Group should meet at least 4 times a year but no more than 6 weekly.

8. Secretary

The Membership Manager will act as Group Secretary

Papers to be circulated 1 week in advance of meetings

9. Duties

The Group has no executive powers, and exists to advise and assist the Council in achieving its functions.

On behalf of the Council of Governors, the Committee will:

- Oversee the development of the Trust's membership (including public, patient and staff members), and advise on ways in which the membership can be developed to be truly representative of the local population;
- Promote the development and implementation of an engagement plan to ensure effective two way communication with members, engagement at a constituency level and effective members' engagement with the Trust;
- Work with the Head of Communications in developing Members Matters
- Establish, develop and promote partnership between the Trust, the membership, the local community and other local stakeholders to serve the best interest of the patients and public.
- Ensure that the role of governors as 'ambassadors' of the Trust is maximised.

In carrying out these tasks, the Group will ensure that the principles of equality and diversity are applied.

9.1 Membership Development

9.1.1 Adopt, review and recommend to the Board of Directors for approval, the Trust's membership strategy and receive regular reports on its implementation;

9.1.2 Highlight any barriers to the membership of the Trust, so that membership is open to all people who are eligible to join. Ensure that any barriers to membership are addressed and removed;

9.1.3 Comment on the Trust's annual report on membership for approval by the Council of Governors and submission to Monitor as part of the Trust's reporting arrangements;

9.1.4 Work with the Head of Communications to develop Members Matters;

9.1.5 Focus on encouraging membership amongst 'hard to reach' groups

9.2 Engagement

9.2.1 Monitor progress against the Trust's Membership Strategy and assure the Council of Governors that arrangements for communicating with its members meet all necessary standards and policies and procedures

9.2.2 Identify ways in which the Council of Governors can increase its level of engagement with members and within constituencies and ensure that

actions are taken to increase the level of engagement

9.2.3 Advise the Council of Governors and the Board of Directors of any further actions that the Group feels should be taken to benefit members of the Trust or to attract further members

9.2.4 Seek ways to ensure that members are involved in service planning and development

9.2.5 Assist the Trust Chairman in engaging with members to support initiatives to meet broader Trust objectives when and where required, including for example, fund raising.

9.3 Ambassadorial Role

Ensure that the Council of Governors takes all opportunities to promote the Trust to the local community as both a hospital of choice and employer of choice

9.4 Stakeholder Engagement

To support the Trust in its implementation of its Communications and Engagement Strategy by seeking to engage new local community organisations in membership

10. Reporting lines

The Group will report to the Council. The minutes of meetings will be formally recorded and submitted to the Council of Governors. The Group will, at least once a year, review its own performance and Terms of Reference to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to the Council of Governors for approval. and for the agreement of a future work plan

11. Monitoring

The effectiveness of the Group will be monitored by the Council of Governors via the receipt and discussion of minutes

Date: November 2010
Review: December 2011