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

COUNCIL OF GOVERNORS
18th May 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:	Note the membership report
Submitted by:	Jane Gear Head of Corporate Affairs
Date:	3rd May 2011
Decision:	For noting

Ashford and St. Peter's Hospitals NHS
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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.

The Membership and Community Engagement Group met on the 15th March and looked at various ways of improving communication and engagement between the membership and Governors, and looking at future membership recruitment to help build on existing numbers. The group are looking to implement a forward plan looking at these areas.

Jane Gear
Head of Corporate Affairs

MEMBERSHIP REPORT – MAY 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

As part of the Monitor Annual Plan Process, the Trust submits a membership update. This update looks at how representative the membership is now, and plans for the following year. The membership update for the Annual Plan is attached to the report as **Annexe 1.**

3.1 Membership Churn

Figure 1. 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	5954	6	2
Feb 2011 Start Total	5958	9	6
March 2011 Start Total	5961	8	8
April 2011 Start Total	5961	11	

Figure 1 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 database 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.

It is clear that current approach to membership recruitment is not generating substantial interest and the approach will be discussed further at the 24th May meeting of the Membership and Community Engagement Group.

3.2 Constituency Breakdown analysis.

Figure 2. Public Constituency Breakdown

	NUMBER OF PUBLIC MEMBERS as at 31/03/11	NUMBER OF PUBLIC MEMBERS AS AT 1/8/10	INCREASE / DECREASE
Elmbridge	363	356	+3
Guildford	91	89	+2
Hounslow	760	757	+3
Richmond Upon Thames	141	146	-5
Runnymede	600	554	+46
Spelthorne	1435	1253	+172
Surrey Heath	274	226	+48
Windsor and Maidenhead	235	237	-2
Woking	2062	2058	+4
Membership Total	**5961**	**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 3. 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	600	65926	0.88
Spelthorne	1435	75290	1.89
Surrey Heath	274	13051	2.08
Windsor and Maidenhead	235	7743	3.02
Woking	2062	73501	2.79

Figure 3 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.

As agreed at the last Council Meeting, individual reports by constituency will shortly be issued to all Public Governors. This will be done quarterly.

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 if we can improve recruitment amongst family member and friends.

5. EVENTS

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.

The Membership Manager has also asked through Membership Matters for members who would like the team to come and present on Membership. This has already had success with Spelthorne Breathe Easy Group asking for the Membership Office to come to their group on the 6th July.

6. SUMMARY

The Council of Governors are asked to note:

- The analysis of current membership.
- The diversity report and where we can focus recruitment attention.

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