

**AGENDA ITEM: 09**

**REPORT TO:** Council of Governors – 10 November 2021

**PRESENTED BY:** Anna Hilditch, Assistant Trust Secretary

**AUTHOR:** Anna Hilditch, Assistant Trust Secretary

**SUBJECT:** Membership Update Report

**If this report cannot be discussed at a public meeting, please explain why.**

N/A

**This report is provided for:**

Decision ☐

Endorsement ☐

**Assurance**

**Information**

**The purpose of this report is to:**

Provide a regular update on Trust membership activity and statistics.

**Recommendations and decisions required**

The Council is asked to note the content of this report.

**Executive Summary**

**Membership Statistics**

An overview of Trust membership is attached at Appendix 1 for information. This data includes a breakdown of public members by constituency, ethnicity, disability and age profile. It should be noted that public membership data has remained relatively static over the past 12-18 months so there has been little change in the statistics month on month.

As of 1 November 2021, the Trust had 5937 Public members, of which 4994 are in Gloucestershire. Of these public members, 2591 receive communication from the Trust via Email.

Work to develop and increase the functionality of the Trust's in-house membership database continues. From January 2022, all new membership forms submitted via the Trust website will automatically be populated onto the Membership Database (subject to an approval check). This will help reduce the administrative time taken re-entering forms and the potential for data input errors. The database will also carry out an automated check on new member postcodes and ensure that people are allocated to the correct constituencies without a manual check being carried

out. From 1 March 2021 it has been possible to accurately see how many public members join and how many leave the Trust each month. This is listed below:

	Leavers	New Members
<b>March</b>	28	11
<b>April</b>	88	19
<b>May</b>	29	25
<b>June</b>	11	19
<b>July</b>	3	11
<b>August</b>	0	6
<b>September</b>	11	14
<b>October</b>	19	9

It is important to note that the Trust records a higher level of members leaving immediately following a mailout such as the Membership magazine or newsletter (see April stats above). 80% of all public members removed from the database are due to people moving to a different address and the Trust receiving "Return to Sender" information. In these instances, if it is not possible to contact the members concerned, they will automatically be removed from the database.

As part of the database development, when a member is deleted from the database, we are now required to select the "Reason for Deletion" before progressing. This will help with future analysis of deleted members as this information is currently collected and recorded manually which can be time consuming. An analysis of this will be carried out annually.

### **Membership Engagement and Activity**

Our Membership & Engagement Committee continues to monitor progress with the Membership & Engagement Strategy action plan at its meetings. Good progress is being made on all actions, with many of these now complete.

Managing Covid and the restrictions that have been in place over the past 18 months it has been difficult to carry out our regular engagement events. This is reflected in the earlier observation that public membership has remained static during this time. However, as restrictions start to ease, the Trust is starting to participate in events across the county. The Trust has now started to provide Governors with a schedule of all planned Trust engagement opportunities, enabling Governors to express an interest in attending events alongside our Strategy and Partnership Team colleagues to promote Trust membership. The schedule is updated and reissued monthly, with copies also being sent to our Non-Executive Directors.

To assist Governors in attending events and engaging with prospective members, the M&E Committee also reviewed and assisted in the production of a Governor Engagement Pack. This pack has been shared with all Governors electronically, and a hard copy printed pack would also be produced and sent out on request. The packs contain a brief presentation outlining what membership is all about, a membership flyer, a supply of Membership application forms and a prompt sheet, giving some advice for people on how to start a conversation about membership

when out at events. Discussions at the last M&E Committee in October also identified 2 additional items for inclusion in this pack, including the updated Services on a Page information which had been produced in advance of the merger. The second item discussed was guidance for Governors on how to keep themselves safe when attending external events. The engagement pack would be updated to include these documents and reissued to all Governors.

### **Risks associated with meeting the Trust's values**

**Working together** – need to consider new ways to engage with members due to Covid constraints

### **Corporate considerations**

<b>Quality Implications</b>	An active and representative group of members will assist the Trust in understanding patient and service users' experience of its service and contribute to the goal of inclusion and engagement.
<b>Resource Implications</b>	Membership activity requires continued resource to realise the benefits of a strong membership engagement and contribution, both through the administration of the membership database and ongoing engagement with members.
<b>Equality Implications</b>	Our membership needs to represent the communities that we serve as a Trust.

### **Where has this issue been discussed before?**

*Council of Governors*

### **Appendices:**

Appendix 1 – membership data

## Public Membership Statistics

Constituency		
	31 October 2021	1 September 2021
Cheltenham	895	896
Cotswolds	392	390
Forest of Dean	618	616
Gloucester	1513	1512
Stroud	881	879
Tewkesbury	695	698
Greater England & Wales	940	950
Not stated	3	3
<b>Total</b>	<b>5937</b>	<b>5944</b>

Ethnicity				
	Gloucestershire		Total Public	
	Oct 2021	Sept 2021	Oct 2021	Sept 2021
White British	4567	4567	5413	5422
Mixed	58	58	67	67
Black/Black British	81	80	96	95
Asian/Asian British	124	124	147	147
White Other	99	97	119	118
Chinese/Other	5	5	6	6
Not Stated	55	55	82	82
Any Other	5	5	7	7
<b>Total</b>	<b>4994</b>	<b>4991</b>	<b>5937</b>	<b>5944</b>

Disability in Gloucestershire		
	Oct 2021	Sept 2021
Percentage disabled as of Census 2011	0.5%	
Public membership	708 of 4994 members (14%)	699 of 4991 members (14%)

Age Profile		
	October 2021	September 2021
11-16	4	4
17-19	77	81
20-44	1622	1635
45-64	1901	1898
65-74	886	888
75+	880	873
Did not disclose	567	565

<b>Gender</b>		
	<b>October 2021</b>	<b>September 2021</b>
<b>Male</b>	1883	1895
<b>Female</b>	3957	3953
<b>Prefer not to say</b>	95	95
<b>Not Stated</b>	2	0

<p><b>Contact Method</b>  Total Membership - 5937  Email Address - 2591  Post - 3346</p>
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