

AGENDA ITEM: 07

REPORT TO: Council of Governors – 8 September 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. Membership data from June 2021 has been included for comparison purposes. It should be noted that public membership data has remained relatively static over the past 12 months so there has been little change in the statistics month on month.

As of 1 September 2021, the Trust had 5944 Public members, of which 4991 are in Gloucestershire. Of these public members, 2580 receive communication from the Trust via Email.

Work to develop and increase the functionality of the Trust's in-house membership database has taken place, and as of 1 March 2021 it is now possible to accurately see how many public members join and how many leave the Trust each month.

	Leavers	New Members
March	28	11
April	88	19
May	29	25
June	11	19
July	3	11
August	0	6

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.

An anonymised record is also kept of those people who have contacted the Trust directly asking to be removed as a public member, to get a better understanding about the reasons why people no longer wish to remain a member of the Trust. An analysis of this will be carried out annually.

Membership Engagement and Activity

Our Membership & Engagement Committee has been closely monitoring 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. It was agreed at the last M&E Committee meeting in June that it would be helpful to start providing 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 first schedule was sent out to Governors in early August, and this will be updated and reissued monthly.

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 will be shared with all Governors electronically, and a hard copy printed pack would also be produced and sent out. 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.

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	
Quality Implications	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.
Resource Implications	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.
Equality Implications	Our membership needs to represent the communities that we serve as a Trust.

Where has this issue been discussed before?
<i>Council of Governors</i>

Appendices:	Appendix 1 – membership data
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Appendix 1

Public Membership Statistics

Constituency		
	September 2021	June 2021
Cheltenham	896	897
Cotswolds	390	386
Forest of Dean	616	613
Gloucester	1512	1505
Stroud	879	878
Tewkesbury	698	694
Greater England & Wales	950	950
Not stated	3	4
Total	5944	5927

Ethnicity				
	Gloucestershire		Total Public	
	Sept 2021	June 2021	Sept 2021	June 2021
White British	4567	4555	5422	5412
Mixed	58	58	67	67
Black/Black British	80	79	95	93
Asian/Asian British	124	122	147	145
White Other	97	95	118	116
Chinese/Other	5	5	6	6
Not Stated	55	55	82	82
Any Other	5	4	7	6
Total	4991	4973	5944	5927

Disability in Gloucestershire		
		June 2021
Percentage disabled as of Census 2011	0.5%	
Public membership	699 of 4991 members (14%)	692 of 4973 members (14%)

Age Profile		
	September 2021	June 2021
11-16	4	7
17-19	81	83
20-44	1635	1640
45-64	1898	1894
65-74	888	880
75+	873	855
Did not disclose	565	568

Gender		
	September 2021	June 2021
Male	1895	1885
Female	3953	3945
Prefer not to say	95	96
Not Stated	0	1

<p>Contact Method</p> <p>Total Membership - 5944</p> <p>Email Address - 2580</p> <p>Post - 3364</p>
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