

Meeting Title	Council of Governors		
Date	21 January 2021	Agenda item	CGo.1.21.13

Foundation Trust Membership Plan

Presented by	Laura Parsons, Associate Director of Corporate Governance / Board Secretary		
Author	Jacqui Maurice, Head of Corporate Governance		
Governance responsibility	John Holden, Director of Strategy and Integration		
Purpose of the paper	To update the Council on the position with regard to the development of a Membership Plan and, to seek Governor volunteers to support the Trust's development of the plan.		
Action required	For decision		
Previously discussed at/ informed by	Board of Directors March 2019 Council of Governors April 2019 and January 2020		
Previously approved at:	Committee/Group	Date	

Background

In March 2019 the Board of Directors approved the establishment of a 'task and finish group' as part of the membership plan 2019/20 comprising an Executive Director, Non-Executive Director and, representatives from the Council of Governors to drive the development of a Membership Plan for delivery in 2020 to 2022. The purpose of the plan is to outline how the Trust recruits, engages, supports and communicates with the membership community, and how it will seek to ensure that the membership is representative of the communities served by it.

Following the Council of Governors meeting in April 2019 six governors volunteered to participate within the task and finish group. The group which included Selina Ullah, Non-Executive Director and Karen Dawber, Chief Nurse met on three occasions in August 2019, September 2019 and November 2019 and engaged in discussions focussed on the following categories:

- What it means to be a Foundation Trust member and, our membership base
- Public/Patient member involvement
- Staff Member Involvement
- Communications and engagement between Governors and public/patient members
- The Board's role and what Governors should be reporting to them.

At the Council of Governors meeting held 17 October 2019 the group advised the Council that it would await the approval of the Trust's overarching "Public and Patient Involvement Strategy: Listening, responding, and improving" before presenting a draft of the membership plan to the Council for ratification and the Board for approval. The "Public and Patient Involvement Strategy: Listening, responding, and improving" strategy was approved by the Board of Directors on 9 January 2020.

On 16 January 2020 the Council reviewed an initial draft of the Membership Plan. It was determined that further work was required. Further feedback was received from members of the Council of Governors.

In March 2020, as a result of the spread of Covid-19, non-essential programmes of work were

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stood down to enable the Trust to respond to the pandemic. This included the work related to the development of the Membership Plan. The feedback on the draft plan reviewed at the Council meeting in January 2020 has been retained.

The Trust would like to now re-start this work.

Development of Membership Plan

The landscape has changed as a result of the impact of the pandemic and the Trust working more remotely in many aspects of its business. In September 2020 the Trust published 'People, Partners and Place' (shared with the Council of Governors in October 2020). There have been key developments with regard to partnership working including those related to Act As One. All of these areas should inform the development of the plan.

Primary key actions

- Understanding our Membership (see attached at appendix 1 and appendix 2)
- Confirmation of members of the membership plan task and finish group
- Review meeting to determine parameters and setting of the plan production schedule and key elements required.

The Council is asked to note the above. Governor volunteers who wish to be re-involved / involved in the task and finish group are asked to contact the Head of Corporate Governance via email to jacqui.maurice@bthft.nhs.uk

Recommendation

Governor volunteers who wish to be re-involved / involved in the task and finish group are asked to contact the Head of Corporate Governance via email to jacqui.maurice@bthft.nhs.uk

Regulation, Legislation and Compliance relevance
NHS Improvement: (please tick those that are relevant) <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Risk Assessment Framework <input checked="" type="checkbox"/> Code of Governance </div> <div style="width: 45%;"> <input type="checkbox"/> Quality Governance Framework <input checked="" type="checkbox"/> Annual Reporting Manual </div> </div>
Care Quality Commission Domain: Well Led
Care Quality Commission Fundamental Standard: Good Governance
NHS Improvement Effective Use of Resources: Corporate Services, Procurement, Estates & Facilities
Other (please state):

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Appendix 1

Understanding our Foundation Trust Membership

Who can become a member of our Foundation Trust?

Eligibility

Details are laid out in our constitution which is available [here](#).

In general people and those accessing our services as a patient or carer are invited to become a member of the Trust, either by completing a form at an event, or via the [online membership form](#)

Public membership: Our public membership is divided into six sub-constituencies which cover Keighley, Shipley, Bradford East, Bradford South, Bradford West and 'Rest of England and Wales'. With the exception of our staff, if a person lives in one of the above areas (as determined by their postcode) then you can join as a public member of the relevant constituency.

Patient (Out of Bradford) membership: Patients, or the carers of patients, who live outside of our Bradford district can join our Patient membership constituency.

Staff membership: Our staff membership constituency is divided into four groups. These cover Nursing and Midwifery, Medical and Dental, Allied Health Professionals and Scientists (AHP&S), and 'All our other Staff Groups' (comprising administration and clerical staff, estates and facilities staff and some members of staff who provide additional clinical services). All eligible staff are automatically members of the foundation trust.

How many public and patient members do we have?

As at 13 January 2021

	Public members	% of Membership	BMDC Base	% of Area
Bradford East	8,588	24.40	118,931	22.06
Bradford South	8,251	23.44	106,064	19.67
Bradford West	8,703	24.73	119,432	22.15
Keighley	2,920	8.30	98,165	18.21
Shipley	6,487	18.43	96,621	17.92
Out of Trust Area	250	0.71	0	0.00
Total	35,199	100.00	539,213	100.00

Patient members	6,191
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Total Public and Patient members	41,390
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Breakdown of membership by BMDC public wards			
Baildon	1,420	Keighley East	524
Bingley	875	Keighley West	473
Bingley Rural	1,406	Little Horton	1,388
Bolton and Undercliffe	1,393	Manningham	1,493
Bowling and Barkerend	1,473	Queensbury	1,192
Bradford Moor	1,530	Royds	1,507
City	1,220	Shipley	1,179
Clayton and Fairweather Green	1,413	Thornton and Allerton	1,524
Craven	448	Toller	1,613
Eccleshill	1,522	Tong	1,516
Great Horton	1,378	Wharfedale	216
Heaton	1,423	Wibsey	1,288
Idle and Thackley	1,298	Windhill and Wrose	1,391
Ilkley	369	Worth Valley	621
Keighley Central	485	Wyke	1,371

Appendix 2 provides further detailed profile information with regard to each of the public membership constituencies.

Where is our data kept?

Our database is provided by CIVICA ENGAGE (formerly Membership Engagement Services (MES) – you can find out more about them [here](#)

What analysis can be undertaken of membership data?

The information can be filtered by all the categories included within the joining form and as such can be stratified by age, gender, ethnicity, etc.

There are general files that can be produced providing an overall view of our membership.

These cover:

- General Membership Reporting
- Multi-constituency analysis
- Local population distribution
- Public and patient member type breakdown
- Membership lifestyle summary

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Can they be stratified by age, gender, clinical experience or interest?

Yes they can be stratified by these categories including by geographical area and by socio-economic groupings (derived from 'Acorn information').

WHAT IS ACORN?

Acorn is a powerful consumer classification that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people.
<https://acorn.caci.co.uk/>

With regard to clinical experience (anyone who has had experience of our services); we can only consider those who respond positively to one of the following three of four questions asked.

Have you ever received treatment provided by our Foundation Trust?

- *Yes, in the last 6 months*
- *Yes, in the last 12 months*
- *Yes, in the last 18 months*
- *No*

How current is our data?

Our data is current. It is regularly 'cleansed' (at least monthly) against other data systems that include national databases covering 'house moves', 'gone aways', and 'registered deaths' (with regard to deaths we also cleanse our data against our own 'deaths in hospital' on a monthly basis). This ensures that we are as up to date as we possibly can be with regard to our membership data.

How do we use our data?

In previous years we have supported teams across the Trust who have sought member (public/patient) engagement with regard to activities they are involved in (initially directly with teams and then through the patient and experience/PPI team (such as PLACE activities)). We have also responded to requests from teams where they have requested members to support them over specific activities and have filtered data accordingly. Where we have run specific types of events; e.g. young people's events – then again the information is filtered and those people contacted directly (where permission to contact them has been provided).

Following approval of Listening, responding and improving (our public and patient involvement strategy 2019-22) signed off by Board in January 2020 and, the completion of the membership plan later this year, it is expected that the Trust will develop a more proactive response to membership engagement.

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Appendix 2

Detailed profile information with regard to each of the public membership constituencies of Shipley, Keighley, Bradford West, Bradford South, Bradford East and, the 'Rest of England and Wales'.

SHIPLEY	Total		
Age NHSI	6,487	Acorn Socio-Economic Category	6,487
0-16	0	Affluent Achievers [1]	2,378
17-21	0	Rising Prosperity [2]	193
22+	6,407	Comfortable Communities [3]	2,176
Not stated	80	Financially Stretched [4]	1,134
Age	6,407	Urban Adversity [5]	554
22-29	178	Not Private Households [6]	52
30-39	423	Not available [NA]	0
40-49	786	ONS/Monitor Classifications	6,485
50-59	1,542	AB	1,848
60-74	2,497	C1	1,925
75+	981	C2	1,352
Gender	6,487	DE	1,360
Unspecified	22	Wellbeing Acorn Group	6,487
Male	2,867	Health Challenges [1]	1,037
Female	3,598	At Risk [2]	890
Transgender	0	Caution [3]	2,011
Ethnicity	6,487	Healthy [4]	2,434
White - English, Welsh, Scottish, Northern Irish, British	6,078	Not Private Households [5]	0
White - Irish	8	Not available [NA]	115
White - Gypsy or Irish Traveller	0	Digital Influencers	6,487
White - Other	102	Not Available	52
Mixed - White and Black Caribbean	1	Very High	0
Mixed - White and Black African	0	High	36
Mixed - White and Asian	1	Average	273
Mixed - Other Mixed	2	Low	3,042
Asian or Asian British - Indian	39	Very Low	3,084
Asian or Asian British - Pakistani	114	Digitally Influenced	6,487
Asian or Asian British - Bangladeshi	1	Not Available	52
Asian or Asian British - Chinese	1	Very High	9
Asian or Asian British - Other Asian	60	High	160
Black or Black British - African	3	Average	3,364
Black or Black British - Caribbean	1	Low	2,328
Black or Black British - Other Black	1	Very Low	574
Other Ethnic Group - Arab	0	Social Media Access	6,487
Other Ethnic Group - Any Other Ethnic Group	2	Not Available	52
Not stated	73	Very High	121
		High	1,338
		Average	2,728
		Low	2,173
		Very Low	75
		Internet Frequency	6,487
		Not Available	52
		Very High	326
		High	3,359
		Average	1,863
		Low	644
		Very Low	243
		Total membership	6,487

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KEIGHLEY	Total		
Age NHSI	2,920	Acorn Socio-Economic Category	2,920
0-16	0	Affluent Achievers [1]	762
17-21	0	Rising Prosperity [2]	106
22+	2,896	Comfortable Communities [3]	905
Not stated	24	Financially Stretched [4]	846
Age	2,896	Urban Adversity [5]	287
22-29	87	Not Private Households [6]	14
30-39	309	Not available [NA]	0
40-49	380	ONS/Monitor Classifications	2,916
50-59	647	AB	787
60-74	1,074	C1	837
75+	399	C2	623
Gender	2,920	DE	669
Unspecified	11	Wellbeing Acorn Group	2,920
Male	1,407	Health Challenges [1]	368
Female	1,502	At Risk [2]	485
Transgender	0	Caution [3]	794
Ethnicity	2,920	Healthy [4]	1,194
White - English, Welsh, Scottish, Northern Irish, British	2,502	Not Private Households [5]	0
White - Irish	18	Not available [NA]	79
White - Gypsy or Irish Traveller	0	Digital Influencers	2,920
White - Other	58	Not Available	14
Mixed - White and Black Caribbean	0	Very High	0
Mixed - White and Black African	0	High	296
Mixed - White and Asian	1	Average	72
Mixed - Other Mixed	0	Low	1,539
Asian or Asian British - Indian	10	Very Low	999
Asian or Asian British - Pakistani	212	Digitally Influenced	2,920
Asian or Asian British - Bangladeshi	54	Not Available	14
Asian or Asian British - Chinese	0	Very High	3
Asian or Asian British - Other Asian	36	High	207
Black or Black British - African	0	Average	975
Black or Black British - Caribbean	0	Low	1,517
Black or Black British - Other Black	0	Very Low	204
Other Ethnic Group - Arab	0	Social Media Access	2,920
Other Ethnic Group - Any Other Ethnic Group	1	Not Available	14
Not stated	28	Very High	314
		High	804
		Average	1,114
		Low	537
		Very Low	137
		Internet Frequency	2,920
		Not Available	14
		Very High	147
		High	1,184
		Average	1,290
		Low	216
		Very Low	69
		Total membership	2,920

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BRADFORD WEST	Total		
Age NHSI	8,703	Acorn Socio-Economic Category	8,703
0-16	0	Affluent Achievers [1]	470
17-21	3	Rising Prosperity [2]	41
22+	8,506	Comfortable Communities [3]	2,568
Not stated	194	Financially Stretched [4]	4,239
Age	8,506	Urban Adversity [5]	1,306
22-29	786	Not Private Households [6]	79
30-39	2,411	Not available [NA]	0
40-49	1,543	ONS/Monitor Classifications	8,689
50-59	1,231	AB	1,719
60-74	1,622	C1	2,240
75+	913	C2	1,943
Gender	8,703	DE	2,787
Unspecified	17	Wellbeing Acorn Group	8,703
Male	3,928	Health Challenges [1]	649
Female	4,758	At Risk [2]	1,504
Transgender	0	Caution [3]	1,690
Ethnicity	8,703	Healthy [4]	4,754
White - English, Welsh, Scottish, Northern Irish, British	3,664	Not Private Households [5]	0
White - Irish	26	Not available [NA]	106
White - Gypsy or Irish Traveller	0	Digital Influencers	8,703
White - Other	178	Not Available	79
Mixed - White and Black Caribbean	4	Very High	26
Mixed - White and Black African	1	High	3,268
Mixed - White and Asian	3	Average	1,882
Mixed - Other Mixed	4	Low	2,432
Asian or Asian British - Indian	421	Very Low	1,016
Asian or Asian British - Pakistani	3,238	Digitally Influenced	8,703
Asian or Asian British - Bangladeshi	786	Not Available	79
Asian or Asian British - Chinese	0	Very High	6
Asian or Asian British - Other Asian	211	High	0
Black or Black British - African	18	Average	1,351
Black or Black British - Caribbean	4	Low	6,313
Black or Black British - Other Black	8	Very Low	954
Other Ethnic Group - Arab	0	Social Media Access	8,703
Other Ethnic Group - Any Other Ethnic Group	9	Not Available	79
Not stated	128	Very High	3,482
		High	3,163
		Average	1,400
		Low	576
		Very Low	3
		Internet Frequency	8,703
		Not Available	79
		Very High	174
		High	2,526
		Average	4,924
		Low	659
		Very Low	341
		Total membership	8,703

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BRADFORD SOUTH	Total		
Age NHSI	8,251	Acorn Socio-Economic Category	8,251
0-16	0	Affluent Achievers [1]	412
17-21	0	Rising Prosperity [2]	106
22+	8,134	Comfortable Communities [3]	2,877
Not stated	117	Financially Stretched [4]	2,588
Age	8,134	Urban Adversity [5]	2,247
22-29	349	Not Private Households [6]	21
30-39	898	Not available [NA]	0
40-49	1,250	ONS/Monitor Classifications	8,249
50-59	2,071	AB	1,524
60-74	2,686	C1	2,282
75+	880	C2	2,020
Gender	8,251	DE	2,423
Unspecified	12	Wellbeing Acorn Group	8,251
Male	3,751	Health Challenges [1]	1,277
Female	4,488	At Risk [2]	2,795
Transgender	0	Caution [3]	2,855
Ethnicity	8,251	Healthy [4]	1,216
White - English, Welsh, Scottish, Northern Irish, British	6,974	Not Private Households [5]	0
White - Irish	58	Not available [NA]	108
White - Gypsy or Irish Traveller	0	Digital Influencers	8,251
White - Other	129	Not Available	21
Mixed - White and Black Caribbean	2	Very High	0
Mixed - White and Black African	1	High	554
Mixed - White and Asian	1	Average	643
Mixed - Other Mixed	0	Low	4,783
Asian or Asian British - Indian	201	Very Low	2,250
Asian or Asian British - Pakistani	662	Digitally Influenced	8,251
Asian or Asian British - Bangladeshi	0	Not Available	21
Asian or Asian British - Chinese	0	Very High	0
Asian or Asian British - Other Asian	72	High	9
Black or Black British - African	19	Average	1,615
Black or Black British - Caribbean	6	Low	5,046
Black or Black British - Other Black	3	Very Low	1,560
Other Ethnic Group - Arab	0	Social Media Access	8,251
Other Ethnic Group - Any Other Ethnic Group	1	Not Available	21
Not stated	122	Very High	687
		High	3,434
		Average	3,535
		Low	560
		Very Low	14
		Internet Frequency	8,251
		Not Available	21
		Very High	40
		High	1,844
		Average	4,508
		Low	1,604
		Very Low	234
		Total membership	8,251

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BRADFORD EAST	Total		
Age NHSI	8,588	Acorn Socio-Economic Category	8,588
0-16	0	Affluent Achievers [1]	472
17-21	2	Rising Prosperity [2]	55
22+	8,423	Comfortable Communities [3]	2,088
Not stated	163	Financially Stretched [4]	4,062
Age	8,423	Urban Adversity [5]	1,891
22-29	606	Not Private Households [6]	20
30-39	1,788	Not available [NA]	0
40-49	1,448	ONS/Monitor Classifications	8,583
50-59	1,649	AB	1,547
60-74	2,102	C1	2,231
75+	830	C2	2,007
Gender	8,588	DE	2,798
Unspecified	22	Wellbeing Acorn Group	8,588
Male	3,850	Health Challenges [1]	821
Female	4,716	At Risk [2]	2,360
Transgender	0	Caution [3]	2,293
Ethnicity	8,588	Healthy [4]	3,044
White - English, Welsh, Scottish, Northern Irish, British	5,314	Not Private Households [5]	0
White - Irish	39	Not available [NA]	70
White - Gypsy or Irish Traveller	0	Digital Influencers	8,588
White - Other	109	Not Available	20
Mixed - White and Black Caribbean	3	Very High	7
Mixed - White and Black African	0	High	2,736
Mixed - White and Asian	1	Average	854
Mixed - Other Mixed	2	Low	3,425
Asian or Asian British - Indian	334	Very Low	1,546
Asian or Asian British - Pakistani	2,288	Digitally Influenced	8,588
Asian or Asian British - Bangladeshi	176	Not Available	20
Asian or Asian British - Chinese	1	Very High	4
Asian or Asian British - Other Asian	199	High	0
Black or Black British - African	11	Average	1,333
Black or Black British - Caribbean	9	Low	5,947
Black or Black British - Other Black	3	Very Low	1,284
Other Ethnic Group - Arab	1	Social Media Access	8,588
Other Ethnic Group - Any Other Ethnic Group	2	Not Available	20
Not stated	96	Very High	2,936
		High	2,858
		Average	2,317
		Low	449
		Very Low	8
		Internet Frequency	8,588
		Not Available	20
		Very High	74
		High	1,561
		Average	5,538
		Low	1,044
		Very Low	351
		Total membership	8,588

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REST OF ENGLAND AND WALES	Total		
Age NHSI	250	Acorn Socio-Economic Category	250
0-16	0	Affluent Achievers [1]	77
17-21	1	Rising Prosperity [2]	15
22+	243	Comfortable Communities [3]	90
Not stated	6	Financially Stretched [4]	45
Age	243	Urban Adversity [5]	23
22-29	22	Not Private Households [6]	0
30-39	15	Not available [NA]	0
40-49	42	ONS/Monitor Classifications	250
50-59	44	AB	72
60-74	94	C1	74
75+	26	C2	51
Gender	250	DE	53
Unspecified	83	Wellbeing Acorn Group	250
Male	69	Health Challenges [1]	49
Female	98	At Risk [2]	36
Transgender	0	Caution [3]	67
Ethnicity	250	Healthy [4]	94
White - English, Welsh, Scottish, Northern Irish, British	115	Not Private Households [5]	0
White - Irish	1	Not available [NA]	4
White - Gypsy or Irish Traveller	0	Digital Influencers	250
White - Other	3	Not Available	0
Mixed - White and Black Caribbean	0	Very High	2
Mixed - White and Black African	0	High	4
Mixed - White and Asian	0	Average	17
Mixed - Other Mixed	1	Low	113
Asian or Asian British - Indian	2	Very Low	114
Asian or Asian British - Pakistani	3	Digitally Influenced	250
Asian or Asian British - Bangladeshi	1	Not Available	0
Asian or Asian British - Chinese	0	Very High	3
Asian or Asian British - Other Asian	2	High	26
Black or Black British - African	0	Average	119
Black or Black British - Caribbean	1	Low	81
Black or Black British - Other Black	0	Very Low	21
Other Ethnic Group - Arab	0	Social Media Access	250
Other Ethnic Group - Any Other Ethnic Group	0	Not Available	0
Not stated	121	Very High	11
		High	50
		Average	97
		Low	82
		Very Low	10
		Internet Frequency	250
		Not Available	0
		Very High	11
		High	122
		Average	85
		Low	16
		Very Low	16
		Total membership	250

End.