

Membership Activity Analysis – September 2023

1. Summary of membership engagement activity undertaken since last report (June 2023)

- Governor engagement sessions, BRI concourse (12 July and 13 September).** Two engagement sessions led by Governors have taken place on 12th July and 13th September supported by Ruth Wood, Dermot Bolton, Raquel Licas and Ibrar Hussain. The session scheduled for 4 October has been cancelled due to the impending strike action. The sessions held have provided a good opportunity particularly for staff governors to engage with staff members. The giveaways have also proved popular with both staff and the public alike.
- Direct request to NED/Governors to encourage younger members to join.** This was requested at the Council meeting under the reporting covering the membership plan. The Corporate Governance team will canvass the Governors and NEDs shortly to remind them of this request and to see if any had any input into any of the new younger members (those under 22) who have joined the Trust recently.
- Generation Medics launch event (14 September 2023).** Generation Medics is an organisation run by NHS clinicians that provides a digital and face-to-face platform (information, coaching and mentorship) to encourage and help young people access careers in healthcare. It is aimed at improving access to all roles in healthcare (not just medical roles) and has a specific focus on assisting young people from under-privileged backgrounds. Members of the Corporate Governance team attended this event to promote Governors and Membership. The programme of work to be undertaken by Generation Medics (in partnership with our Trust and the Place) looks particularly interesting and there may be scope for the Governors to champion this programme to support increased membership amongst the younger members of our communities. This is currently being explored.
- Membership communications.** The monthly membership communications continue to be circulated. These are now also routinely added to the trust website and a link will be circulated in global email with a request for staff to support circulation to their relatives, friends and other contacts.
- AGM/AMM (15 November).** Promotion of the event is underway and has been included in the membership monthly communications email. A Governor video has been produced, scripted by the Corporate Governance team and governors, and produced by the University video production team. The video provides an overview of the year of the Governors and membership. The video can be stand alone and will be circulated to our members and used to encourage nominations for our next governor elections.
- Governor election materials.** The next elections process will launch at the end of January 2024. This has been flagged with our members and further information will follow shortly. The election materials are now being updated and will be circulated widely. In-person activity will be undertaken in Keighley with a view to seeking nominations for the governor vacancy, and also to encourage new members to register.
- Listen in events.** This planning group is asked to note the publication of the reporting on the outcomes from the [Listen in Events](#) that have taken place over the last year in our

public membership constituencies. These are of particular importance to Governors as they provide information on the views and experiences of those who reside in our communities.

- **Staff Poll held in June/July 2023.** At the Thrive Leadership conference held in June 2023, approximately 80 members of staff signed up to join a 'small consultation group' for our staff governors to engage with. Discussions will be taking place shortly with staff governors on the subjects they would wish to engage with staff. Also, during and following the conference a short survey was undertaken to gauge the level of knowledge staff had with regard to their foundation trust membership status and the role of the staff governor and their interest in being a governor. The results are attached at [Appendix A](#).

2. Membership Plan Objectives and Ambitions for 2023/24

- Recruit more new members from the Keighley public membership constituency (target to achieve is 100)

We currently have 0 new members who have joined the Keighley constituency since the last report to the Membership Plan Group in June.

- Recruit more new members aged between 16 and 22 (target to achieve is 100)

We currently have 13 members aged between 16 and 22 – which reflects an increase of 7 on the previous reporting period.

3. Joiners and leavers overall by month from April 2023 to end August 2023

Membership movement between April and September 2023

Public	Joiners	Leavers	Net	Cumulative
April 2023	1	39	-38	32,854
May 2023	1	29	-28	32,826
June 2023	0	22	-22	32,804
July 2023	8	29	-21	32,783
August 2023	3	21	-18	32,765
September 2023	2	41	-39	32,726
Patient	Joiners	Leavers	Net	Cumulative
April 2023	0	6	-6	5,542
May 2023	0	8	-8	5,534
June 2023	0	4	-4	5,530
July 2023	0	4	-4	5,526
August 2023	0	2	-2	5,524
September 2023	0	7	-7	5,517

Between 1 April and 26 September 15 new public members have joined the Trust.

Between 1 April and 26 September membership has reduced overall by 197.

- Overall public and patient membership reduced by **1%** since April 2023.

- Full membership profile information as at September 2023 is available at [Appendix 2](#).

4. Email Updater and Membership Portal

- To date the number of members that have accessed the Email Updater is: **249**
- To date the number of members that have accessed the Member Portal is: **72**
- **6%** of our members have email addresses

5. Membership Communications in general

- 47 members have recorded that they require hard copy communications.
- 23 members have recorded that they require provision of large print.
- 2 members have recorded that (in certain circumstances) they would require a BSL interpreter.

6. Protected characteristics

The following information with regard to 'protected characteristics' has been provided from our public and patient members.

	Member records	% of membership
Age	37,656	98%
Disability	23	0%
Ethnicity	37,634	98%
Religion/Belief	218	1%
Gender	38,066	99%
Sexual Orientation	213	1%

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