

## Appendix 2

### Overview: Membership Activity Analysis – December 2023

#### 1. Summary of membership engagement activity undertaken since last report

- **Governor engagement sessions, BRI concourse.** A review of the sessions has taken place and moving forward these will be delivered in tandem with other key trust services (FTSU and the Trust's Widening participation Team). We will be looking to resume these in the new Year.
- **Membership communications.** The monthly membership communications continue to be circulated. A new Staff Governor communication to be circulated via global email has been developed. The first bulletin is just awaiting sign off from Staff Governors prior to circulation. Shortly following this a Slido survey will be circulated to our staff consultation group for feedback on the bulletin.
- **AGM/AMM (15 November).** The AGM/AMM was rescheduled from 11 October. The event attracted approximately 50 attendees, a mixture of staff and members of the public. A very small number of governors and NEDs were in attendance at the event which was disappointing. The videos, presentations and other related documents from the event are available on-line [here](#).

#### 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 10 members aged between 16 and 22 – which reflects a loss of 3 on the previous reporting period.

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

Membership movement between April and end November 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
October 2023	3	27	-24	32,702
November 2023	3	27	-24	32,678

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
October 2023	0	6	-6	5,511
November 2023	0	4	-4	5,507

Between 1 April and the end of November 21 new public members have joined the Trust.

Between 1 April and the end of November membership has reduced overall by 255.

- Overall public and patient membership reduced by **1%** since April 2023.
- Full membership profile information as at the end of November 2023 is available at appendix 3.

#### 4. Email Updater and Membership Portal

- To date the number of current members that have accessed the Email Updater is: **248**
- To date the number of current members that have accessed the Member Portal is: **71**
- **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%

## **7. Any other analysis required**

The Membership Plan Group has been asked to review the information contained in this report and confirm if this is satisfactory and/or if they would wish to receive any other reporting.

**December 2023**