



**Chesterfield
Royal Hospital**
NHS Foundation Trust

Membership Strategy

2020-2025

Annex Documents



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Annex 1 - Membership Statistics - taken from Trust Annual Report 19/20 and reflecting groupings defined in relevant guidance.

The Trust membership is around 1.8% of its eligible population.

	31 March 2020 actual members	31 March 2020 eligible membership**
Age report		
0-16*	1	167,039
* members of the foundation trust must be aged 16+		
17-21	3	48,396
22+	12,418	692,185
Age not provided by member	1,296	0
Total	13,718	907,620
Ethnicity report		
White	10,713	849,309
Mixed	22	9,395
Asian or Asian British	85	14,554
Black or Black British	48	5,630

Other	0	2,210
Ethnicity not provided by member	2,850	26,525
Total	13,718	907,620
Gender report		
Male	5,558	445,596
Female	7,485	462,024
Gender not provided by member	675	
Total	13,718	907,620

Socio-Economic report		
AB	3,534	76,259
C1	3,863	109,351
C2	3,085	94,319
DE	3,192	116,760
Unknown	44	510,931
Total	13,718	903,594

** The Trust does not approach its membership for this data. We use ACORN - a geo-demographic tool used to identify and understand the UK population and the demand for products and services. It is often used to make informed decisions on where direct marketing campaigns will be most effective. ACORN classifies all 1.9 million UK postcodes, which have been described using over 125 demographic statistics and 287 lifestyle variables within England, Scotland, Wales and Northern Ireland. From this classification we can see that our membership has limited social grade groupings.

Historic public membership

Year	Community membership at 1 April
2015	15684

2016	15085
2017	14737
2018	14317
2019	14022
2020	13,718

Fall of 1,966 public members since 2015.

Staff membership overview 2019/20

Staff membership at 31 March 2020
4,700

The staff constituency comprises:

- Permanent members of staff; and
- Temporary members of staff who have been employed in any capacity by the organisation for a minimum continuous period of one year.

For directly employed staff membership runs on an opt-out basis – i.e. all qualifying staff are automatically members unless they seek to opt out. All permanent contract holders are eligible for membership from the date they take up their employment.

The staff constituency is broken down into five classes:

- Community and Primary care
- Medical and Dental staff
- Nursing and Midwifery staff
- Allied Health Professionals, Pharmacists and Scientists
- All Other Staff

By sub-dividing the staff constituency in this way, representation from each major staff grouping is possible.

Breakdown of staff membership within constituencies:

Constituency	Number of members (at 31 March 2020)
Community and Primary care	172
Medical and Dental	504
Nursing and Midwifery	1,914
Allied Health Professionals, Pharmacists and Scientists	625
All Other Staff	1,485
Total	4,700
Of which are Derbyshire Support and Facilities staff	706

Class	Membership %
Community and Primary care	3.7%
Medical and Dental	10.7%
Nursing and Midwifery	40.7%
Allied Health Professionals, Pharmacists and Scientists	13.3%
All Other Staff	31.5%
Total	100.0

Annex 2 - Membership Statistics taken from MES supplied data 8 July 2020

Explanation from MES (membership database supplier) of how internet frequency and social media access and wider data is collected.

“The data itself is derived by an organisation called CACI.The elements are drawn from CACI’s tool called Acorn. Acorn helps to build a picture geographically of the likelihood that a person may be inclined to take part in certain activities.CACI take these sorts of sources (and over a million others) to build a picture of activity in the UK at postcode level. This means that we can start to build a picture of the types of activities that might occur at a postcode level, and then classify that postcode to an Acorn Category, Group and Type.

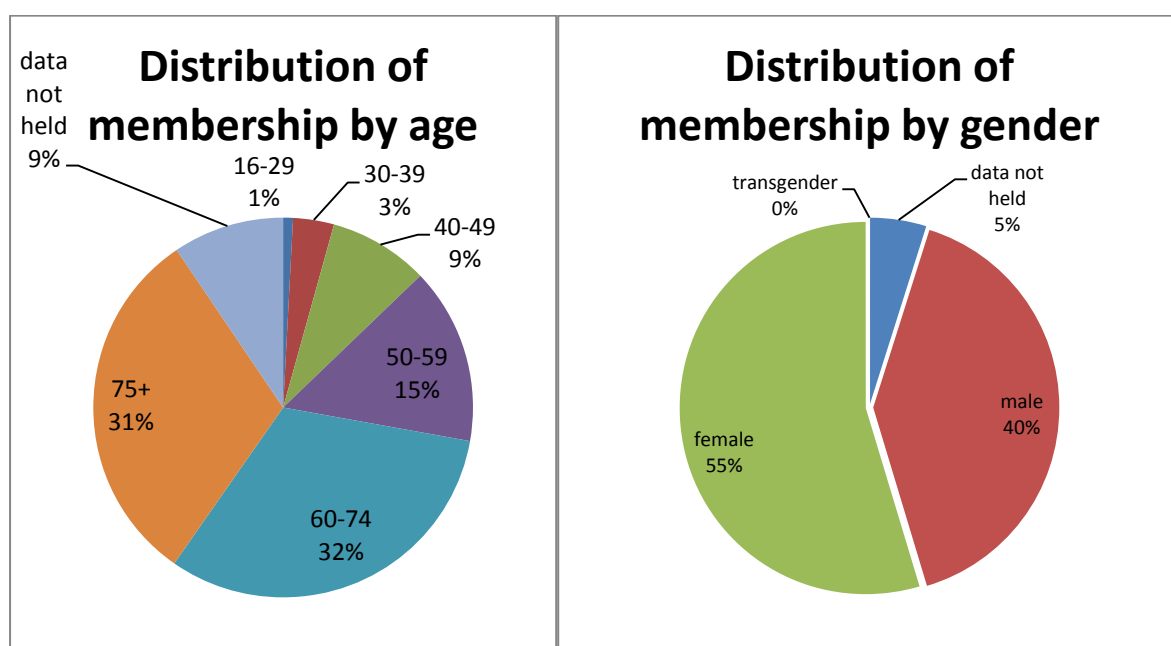
These only look at the likelihood of these things happening – and will never be able to say what a particular person does each day of their lives; but it can be useful to get a sense of what interests and requirements might be found in a neighbourhood.”

Some might call this ‘Big Brother’, or others a tool to help gather intelligence as it becomes increasingly tricky to know our audiences.

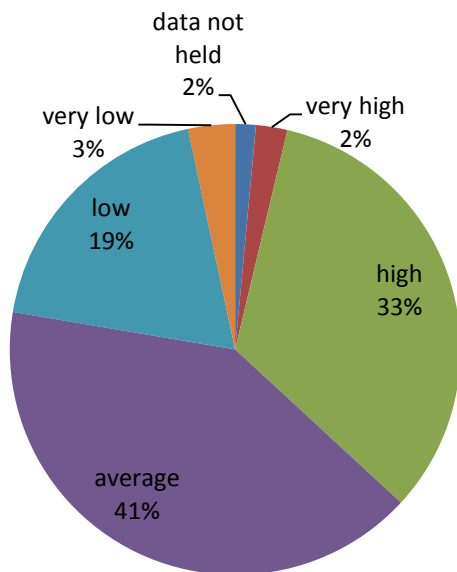
We at MES are able to utilise this data, and when a member’s postcode is validated within Engage, we are able to see what Category, Group and Type a member sits in. This data is then compiled, grouped and outputted in the report you can see.

The values in these fields are often compared to national averages. Therefore we compare the extent of a certain activity against the average nationally to say whether the tendency of that activity to occur is either High, Average or Low.

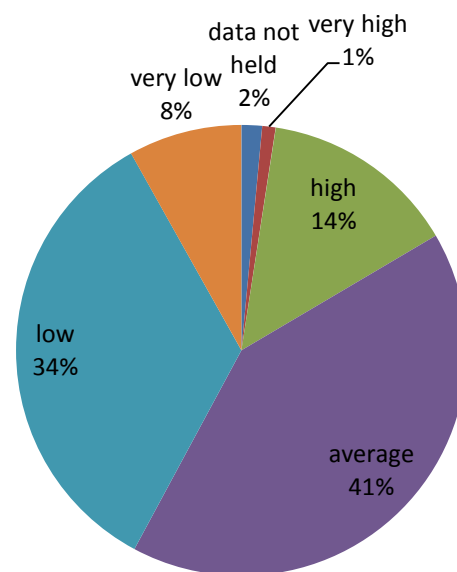
It is a very complicated subject but I hope the above goes some way to answer your queries. If you do have further questions please just drop us a line and I will be happy to respond if I can.”



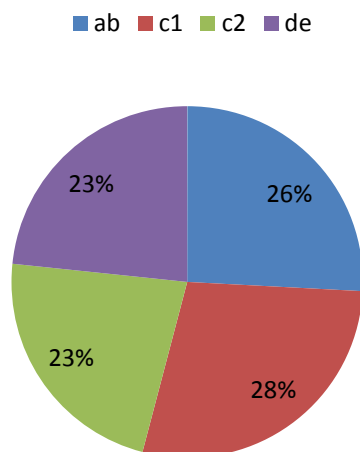
Internet frequency



social media access



Social classification



Roughly in line with national breakdown <http://www.nrs.co.uk/nrs-print/lifestyle-and-classification-data/social-grade/>

Full breakdown of Membership data – 8 July 2020

	Total
Age	13,654
0-16	1
17-21	3
22+	12,357
Not stated	1,293
Age 22+	12,357
22-29	110
30-39	476
40-49	1,159
50-59	2,052
60-74	4,351
75+	4,209
Gender	13,654
Unspecified	667
Male	5,523
Female	7,464
Transgender	0
Ethnicity	13,654
White - English, Welsh, Scottish, Northern Irish, British	10,526
White - Irish	51
White - Gypsy or Irish Traveller	0
White - Other	87
Mixed - White and Black Caribbean	7
Mixed - White and Black African	1
Mixed - White and Asian	8
Mixed - Other Mixed	6
Asian or Asian British - Indian	28
Asian or Asian British - Pakistani	10
Asian or Asian British - Bangladeshi	4
Asian or Asian British - Chinese	25
Asian or Asian British - Other Asian	18
Black or Black British - African	15
Black or Black British - Caribbean	29
Black or Black British - Other Black	4
Other Ethnic Group - Arab	0
Other Ethnic Group - Any Other Ethnic Group	0
Not stated	2,835
	13,654

Acorn Socio-Economic Group

Lavish Lifestyles [A]	39
Executive Wealth [B]	1,734
Mature Money [C]	2,259
City Sophisticates [D]	9
Career Climbers [E]	135
Countryside Communities [F]	1,565
Successful Suburbs [G]	1,127
Steady Neighbourhoods [H]	804
Comfortable Seniors [I]	714
Starting Out [J]	331
Student Life [K]	5
Modest Means [L]	1,053
Striving Families [M]	751
Poorer Pensioners [N]	1,791
Young Hardship [O]	323
Struggling Estates [P]	452
Difficult Circumstances [Q]	360
Not Private Households [R]	190
Not available [NA]	12

ONS/Monitor Classifications**13,626**

AB	3,522
C1	3,850
C2	3,074
DE	3,180

Wellbeing Acorn Type**13,654**

1.1 - Limited living [1]	183
1.2 - Poorly pensioners [2]	1,280
1.3 - Hardship heartlands [3]	537
1.4 - Elderly ailments [4]	1,614
1.5 - Countryside complacency [5]	465
2.1 - Dangerous dependencies [6]	228
2.2 - Struggling smokers [7]	215
2.3 - Despondent diversity [8]	2
2.4 - Everyday excesses [9]	373
2.5 - Respiratory risk [10]	680
2.6 - Anxious adversity [11]	27
2.7 - Perilous futures [12]	266
2.8 - Regular revellers [13]	27
3.1 - Rooted routines [14]	700
3.2 - Borderline behaviours [15]	118
3.3 - Countryside concerns [16]	1,235
3.4 - Everything in moderation [17]	907
3.5 - Cultural concerns [18]	1

4.1 - Relishing retirement [19]	1,600
4.2 - Perky pensioners [20]	1,349
4.3 - Sensible seniors [21]	592
4.4 - Gym & juices [22]	10
4.5 - Happy families [23]	201
4.6 - Five-a-day greys [24]	292
4.7 - Healthy, wealthy & wine [25]	541
5.1 - Active communal population [26]	0
5.2 - Inactive communal population [27]	0
5.3 - Business areas without resident population [28]	0
Not available [NA]	211
Digital Influencers	13,654
Not Available	202
Very High	3
High	5
Average	318
Low	5,983
Very Low	7,143
Digitally Influenced	13,654
Not Available	202
Very High	22
High	781
Average	5,423
Low	5,815
Very Low	1,411
Social Media Access	13,654
Not Available	202
Very High	131
High	1,922
Average	5,647
Low	4,641
Very Low	1,111
Internet Frequency	13,654
Not Available	202
Very High	306
High	4,526
Average	5,568
Low	2,594
Very Low	458
Total membership	13,654

Annex 3 - Membership events / activity 2018/19

Communication with Members

Event	Means	Reach / Response Rate
Carers event 27 June 2018	Email / social media	3522 emails sent 19.2% opened 17 attended
Sepsis event 5 September 2018	Email / social media	3464 emails sent 17.1% opened 64 attended
Invite to Annual Members Meeting 20 September 2018	One postcard per household Advert in Derbyshire Times Social media	c100 attended
NHS 70 celebrations July 2018	Email / social media	3522 emails sent 16.5% opened
NGS Macmillan sneak preview	Email	5012 emails sent 13.9% opened 7.9% clicked on email
Election 2018	Initial postcard card with details of election sent to members in relevant areas In advance of election posts on social media – website – drop in session for people to speak to Governors notified by email 3417 sent 44.1% opened Ballot paper posted to all members in relevant areas.	Election turnout Chesterfield 18.32% NE Derbyshire 18.01% Community & Primary

		Care (staff) 13.57% No nominations received for Bolsover and Southern Derbyshire and West Nottinghamshire.
By Election 2019	Initial postcard card with details of election sent to members in relevant areas In advance of election posts on social media – website – drop in session for people to speak to Governors notified by email	Elected unopposed – Bolsover No nominations received for Southern Derbyshire and West Nottinghamshire
Invite to Annual Members Meeting 19 September 2019	One postcard per household Advert in Derbyshire Times Social media	110 attended
Prostate event 2 October 2019	Email / social media	2963 emails sent 12.8% opened 60 attended
Election 2019	Initial postcard card with details of election sent to members in relevant areas In advance of election posts on social media – website – drop in session for people to speak to Governors notified by email. For the drop in sessions 3417 emails were sent and 44.2% opened	Election turnout Chesterfield 15.4% NE Derbyshire 16.6% Allied Health Professionals, Pharmacists

	Ballot paper posted to all members in relevant areas.	and Scientists Class (Staff) 12.6% Elected unopposed - Bolsover, Derbyshire Dales & North Amber Valley, South Sheffield & Rotherham No nominations received for the High Peak, All Other Staff and Medical and Dental Staff constituencies.
Membership Matters	Posts placed on website	

Costs

Postage costs are:

A5 postcard - £7800 (one per member)

A4 4pp leaflet - £8200 (one per household)

Welcome Approach on becoming a Member

Welcome letter sent to all new members which includes their membership number and how they can get involved if they wish

Information held

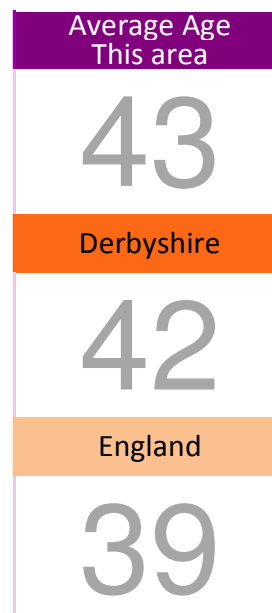
- Names and addresses held for all Members
- Email addresses held for 4214 public members (30% of total)
- Few mobile numbers held for Members

North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Age Structure

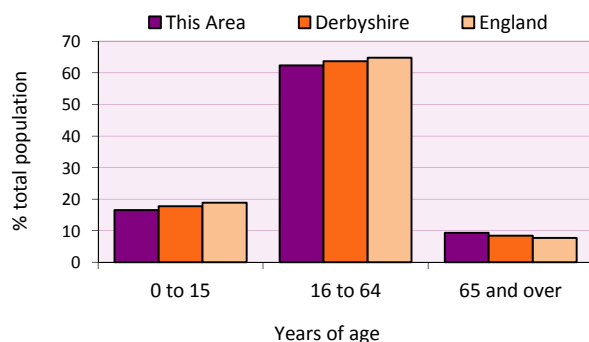
Residents by age Age	Number of people	All as % of total population		
		This Area	Derbyshire	England
0 to 4	4,799	4.8	5.4	6.3
5 to 7	2,977	3.0	3.2	3.4
8 to 9	1,932	2.0	2.1	2.2
10 to 14	5,370	5.4	5.8	5.8
15	1,246	1.3	1.3	1.2
16 to 17	2,471	2.5	2.6	2.5
18 to 19	2,239	2.3	2.3	2.6
20 to 24	5,020	5.1	5.3	6.8
25 to 29	4,764	4.8	5.3	6.9
30 to 44	18,062	18.2	19.6	20.6
45 to 59	21,570	21.8	21.4	19.4
60 to 64	7,655	7.7	7.1	6.0
65 to 74	11,679	11.8	10.1	8.6
75 to 84	6,707	6.8	6.0	5.5
85 to 89	1,674	1.7	1.6	1.5
90 and over	858	0.9	0.8	0.8
Total	99,023			



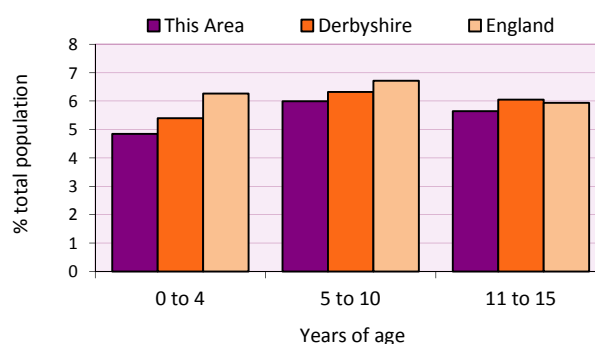
Stages of life

Population by age band	Number of people	% of total population		
		This Area	Derbyshire	England
Pre-school (0 to 4 years)	4,799	4.8	5.4	6.3
Children (0 to 17 years)	18,795	19.0	20.4	21.4
Primary school (5 to 10 years)	5,937	6.0	6.3	6.7
Secondary school (11 to 15 years)	5,588	5.6	6.1	5.9
Working age (16 to 64 years)	61,781	62.4	63.7	64.8
Pensionable age (65 and over)	20,918	21.1	18.6	16.3
Older age (75 and over)	9,239	9.3	8.5	7.7
- 75 to 80	4,583	4.6	4.1	3.7
- 81 to 90	4,050	4.1	3.8	3.5
- 91 and over	606	0.6	0.6	0.6

Broad age band



Child age population



2011 Census: Equalities Profile

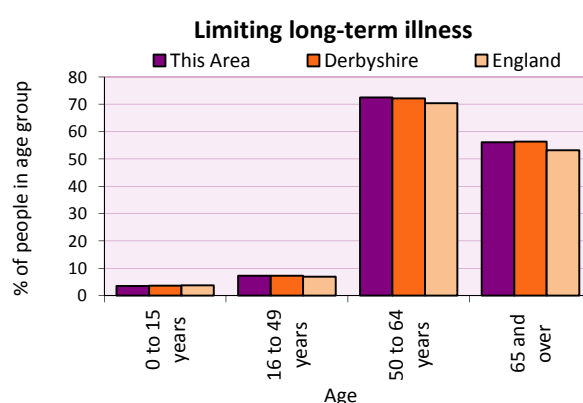
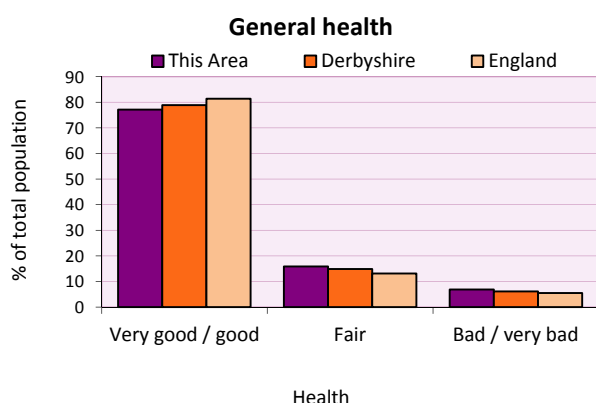
North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Health

General health	Number of people			% of total population		
	Males	Females	All	This Area	Derbyshire	England
Very good / good	37,936	38,525	76,461	77.2	78.9	81.4
Fair	7,361	8,373	15,734	15.9	14.9	13.1
Bad / very bad	3,267	3,561	6,828	6.9	6.2	5.5

Limiting long-term health problem or disability	Number of people			% of total in age group		
	Males	Females	All	This Area	Derbyshire	England
0 to 15 years	349	220	569	3.5	3.7	3.7
16 to 49 years	1,948	1,966	3,914	7.2	7.3	6.9
50 to 64 years	2,799	2,754	5,553	72.5	72.2	70.4
65 and over	5,136	6,590	11,726	56.1	56.4	53.1
16 to 64	4,747	4,720	9,467	15.3	14.6	12.7
All ages	10,232	11,530	21,762	22.0	20.4	17.6



Carers

Provision of unpaid care	Males	Females	All	All as % of total population		
				This Area	Derbyshire	England
Hours spent caring (per week):						
- 1-19 hrs	3,574	4,806	8,380	8.5	7.8	6.5
- 20-49 hrs	755	987	1,742	1.8	1.5	1.4
- 50+ hrs	1,292	1,719	3,011	3.0	2.7	2.4
All carers	5,621	7,512	13,133	13.3	12.0	10.2

Single person households

Single person households	Number of households	% of total households		
		This Area	Derbyshire	England
Lone parent households	2,266	5.3	6.1	7.1
- of which is in employment	1,543	3.6	2.2	2.4
- of which is not in employment	723	1.6	1.7	1.8
Lone pensioner households	1,440	3.34	13.01	12.35

2011 Census: Equalities Profile

North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Marital Status

Marital Status	Number of people	% of total adults (16+)		
		This Area	Derbyshire	England
Single	22,133	26.8	29.3	34.6
Married	44,048	53.3	50.5	46.6
Civil partnership	221	0.3	0.2	0.2
Separated	1,803	2.2	2.4	2.7
Divorced	7,644	9.2	9.9	9.0
Widowed	6,850	8.3	7.7	6.9
All adults 16+	82,699			

Couples

	Number of people	% of total adults (16+) in households		
		This Area	Derbyshire	England
Living as a couple	52,970	64.6	63.4	57.8
<i>of which</i>				
- Married	43,190	52.7	50.0	45.7
- Cohabiting	9,226	11.3	12.8	11.2
- Registered same sex civil partnership or cohabiting same sex couple	554	0.7	0.7	0.9

Religion

Religion	Number of people	% of total population		
		This Area	Derbyshire	England
Christian	66,773	67.4	63.6	59.4
Buddhist	115	0.1	0.2	0.5
Hindu	92	0.1	0.2	1.5
Jewish	48	0.0	0.0	0.5
Muslim	268	0.3	0.3	5.0
Sikh	131	0.1	0.3	0.8
Other religions	309	0.3	0.4	0.4
No religion	24,465	24.7	28.0	24.7
Not stated	6,822	6.9	7.0	7.2
All people	99,023			

Ethnicity

Households by Ethnic group composition	Number of households	% of total households		
		This Area	Derbyshire	England
One person household	12158	28.2	28.9	30.2
All household members have the same ethnic group	29596	68.7	67.4	60.9
Different ethnic group between generations only	317	0.7	0.9	2.3
Different ethnic group within partnerships (whether or not different ethnic groups between generations)	876	2.0	2.4	4.6
Any other combinations of multiple ethnic groups	123	0.3	0.4	2.0

2011 Census: Equalities Profile

North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Ethnicity

Ethnic group	Male	Female	All	% of total population		
				This Area	Derbyshire	England
White	47575	49509	97084	98.0	97.5	85.4
British	47044	48924	95968	96.9	95.8	79.8
Irish	128	136	264	0.3	0.4	1.0
Gypsy or Irish Traveller	38	32	70	0.1	0.0	0.1
Other White	365	417	782	0.8	1.2	4.6
Mixed	414	372	786	0.8	0.9	2.3
White & Black Caribbean	171	144	315	0.3	0.4	0.8
White & Black African	45	58	103	0.1	0.1	0.3
White & Asian	128	122	250	0.3	0.3	0.6
Other Mixed	70	48	118	0.1	0.2	0.5
Asian or Asian British	372	423	795	0.8	1.1	7.8
Indian	168	182	350	0.4	0.5	2.6
Pakistani	43	36	79	0.1	0.1	2.1
Bangladeshi	17	15	32	0.0	0.0	0.8
Chinese	89	98	187	0.2	0.2	0.7
Other Asian	55	92	147	0.1	0.2	1.5
Black or Black British	122	114	236	0.2	0.4	3.5
Black Caribbean	38	27	65	0.1	0.1	1.1
Black African	73	83	156	0.2	0.2	1.8
Other Black	11	4	15	0.0	0.0	0.5
Arab	30	10	40	0.0	0.0	0.4
Other ethnic group	51	31	82	0.1	0.1	0.6

Language

Main language	Number of people	% of total population 3 and over		
		This Area	Derbyshire	England
English	95,384	98.7	98.7	92.0
Not English	827	1.3	1.3	8.0
- Other European	135	0.3	0.5	2.3
- Panjabi/ Urdu/ Bengali/ Gujurati/ Tamil	89	0.1	0.2	2.1
- Chinese	98	0.1	0.1	0.4
- Arabic	21	0.0	0.0	0.3
- Other	203	0.2	0.2	0.2

Ability to speak English if not main language	Number of people	% of people aged 3 and over who do not have English as a main language		
		This Area	Derbyshire	England
Well / very well	689	0.7	1.0	6.3
Not well	138	0.1	0.3	1.7

2011 Census: Equalities Profile

North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Deprivation	Number of households	% of total households		
		This Area	Derbyshire	England
Household not deprived in any dimension	18,134	42.1	43.5	42.5
Household deprived in one dimension	13,839	32.1	31.3	32.7
Household deprived in two dimensions	9,065	21.0	20.2	19.1
Household deprived in three dimensions	1,916	4.4	4.7	5.1
Household deprived in four dimensions	116	0.3	0.3	0.5

The Census measure of deprivation uses the following four dimensions:

Employment - Where any member of the household who is not a full-time student is either unemployed or long-term sick; **Education** - Where no member of the household has at least a level 2 qualification, and no member of the household aged 16-18 is a full-time student; **Health and disability** - If any member of the household has 'bad or very bad' general health or has a long term health problem; and **Housing** - The household's accommodation is either overcrowded (with an occupancy rating -1 or less), is in a shared dwelling, or has no central heating.

A household is classified as being deprived in none, or one to four of those dimensions in any combination.

Social grade	Household Reference Person	% of HRP aged 16-64 in selected social grades		
		This Area	Derbyshire	England
AB - Higher & intermediate managerial, administrative, professional occupations	5738	19.6	20.4	23.0
C1 - Supervisory, clerical & junior managerial, administrative, professional occupations	8509	29.0	28.0	30.9
C2 - Skilled manual occupations	7338	25.0	24.7	20.6
DE - Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	7730	26.4	26.9	25.5
Total population	29315			

The 2011 Census has classified the head of Household Reference Person (HRP) who are aged 16 to 64 in England and Wales by approximated social grade. The social grade category is the socio-economic classification used by the Market Research and Marketing Industries, most often in the analysis of spending habits and consumer attitudes.

Central heating provision in household	Number of households	% of households with one usual resident		
		This Area	Derbyshire	England
No central heating	454	1.1	2.0	2.7
Has Central Heating	42616	98.9	98.0	97.3
<i>of which</i>				
Gas	36934	85.8	83.9	78.8
Electric including storage heaters	877	2.0	4.2	8.3
Oil	845	2.0	2.6	3.8
Solid fuel (wood coal)	2259	5.2	2.5	0.7
Other and two types	1701	3.9	4.8	5.7

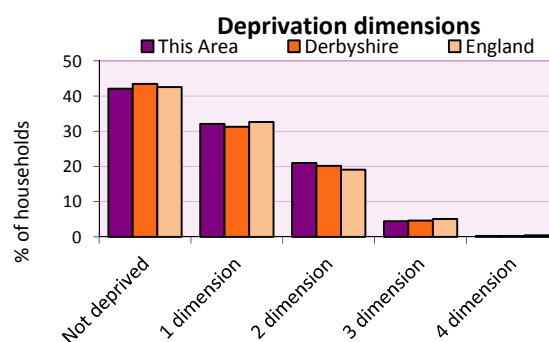
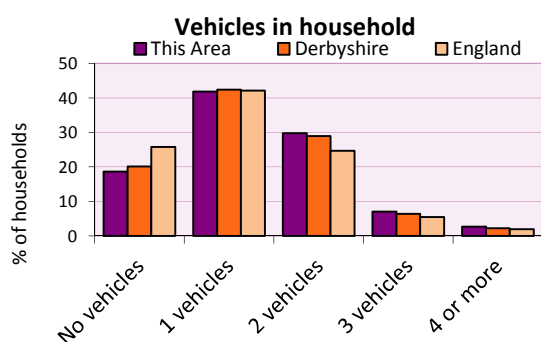
2011 Census: Equalities Profile

North East Derbyshire

Area Type and Code
Local Authority (E07000038)

Deprivation

Number of cars in household	Number of households	% of total households		
		This Area	Derbyshire	England
No cars or vans in household	8,042	18.7	20.1	25.8
1 car or van in household	18,022	41.8	42.4	42.2
2 cars or vans in household	12,810	29.7	28.9	24.7
3 cars or vans in household	3,056	7.1	6.4	5.5
4 or more cars or vans in household	1,140	2.6	2.2	1.9



Migration

County of birth	Number of people	% of total residents		
		This Area	Derbyshire	England
From within the UK total	96,602	97.6	96.7	86.2
From outside the UK total	2,421	2.4	3.3	13.8
<i>of which</i>				
- Ireland	74	0.1	0.0	0.0
- Other EU country	375	0.4	0.0	0.0
- European (Non-EU country)	114	0.1	0.0	0.0
- African	64	0.1	0.0	0.0
- Middle East and Asia	113	0.1	0.0	0.0
- Americas and Caribbean	57	0.1	0.0	0.0
- Australasia and Antarctica	14	0.0	0.0	0.0

Length of residence in the UK	Number of people	% of total residents		
		This Area	Derbyshire	England
Less than 2 years	179	0.2	0.3	1.8
2 years or more but less than 5 years	296	0.3	0.5	2.2
5 years or more but less than 10 years	395	0.4	0.6	2.9
10 years or more	1,551	1.6	2.0	7.0
Born in the UK	96,602	97.6	96.7	86.2

For an **explanation** of the various terms used in these tables, please see the accompanying **Glossary**.

There is also a **Summary** profile, and there are other extension profiles covering the following topics:-

Change Over Time, Economic Activity, Equalities, Health, Households and Housing.

Profiles in Adobe Acrobat (pdf) format can be downloaded from the Derbyshire Observatory web site, which also provides interactive maps and charts - <http://observatory.derbyshire.gov.uk>

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