

Appendix 1

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	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 – total 34,950			
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 1a 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

<https://www.civica.com/en-gb/container--news-insights-events/civica-builds-on-leadership-position-in-engagement-services-with-mes-integration/>

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

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).

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.

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.

January 2021