

Overview on Activity: Membership Activity Analysis - March 2023

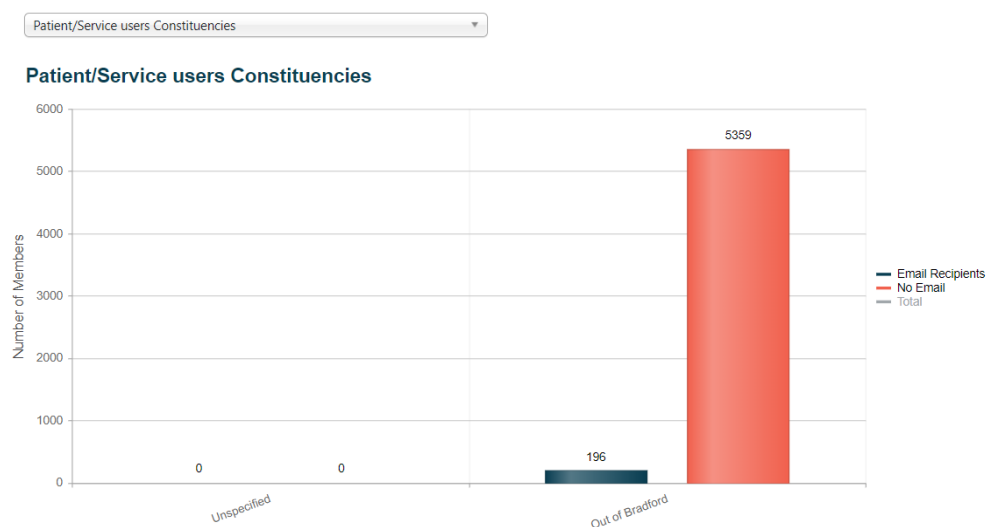
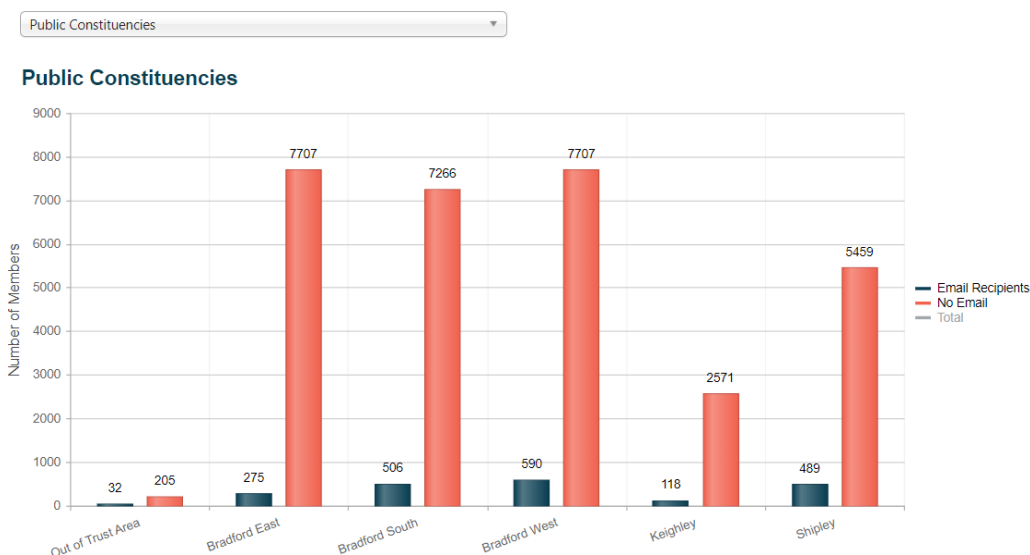
1. Position statement: Ambitions within the Membership Plan for 2022/23

- Increase the number of members with email addresses (target to achieve is 1,000)

In December 2022 the number of members with email addresses had increased by **968**. A total of 6% (2,240) of our members have email addresses. *To note - trust membership reduced by a total of 2,177 members following the major membership mailing undertaken in September.*

In March 2023 the number of members with email addresses has decreased slightly to **2,206** (remaining at **6%** of the membership) - a fall of 34 on the previously reported figure in December 2022. Total membership sits at 38,480 (Public 32,925 and Patient 5,555). Total overall increase in email addresses with regard to the target is **934** (a shortfall of 66).

The tables below indicate email users by constituency.



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

There have been no new members added at present to the Keighley membership constituency. The Trust is considering the actions required to address this and would like this ambition to be rolled over into 2023/24.

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

There have been no new members within this age range added. Fact-finding activities have been undertaken with the widening participation team which has been re-established at the Trust. New communications are required (using a range of methods) to support engagement with young people in this area. The Trust would like this ambition to be rolled over into 2023/24.

2. Joiners and leavers overall by month from 1 April 2022 to (7) March 2023

Public	Joiners	Leavers	Net	Cumulative
April 2022	4	26	-22	34,774
May 2022	7	43	-36	34,738
June 2022	2	327*	-325	34,413
July 2022	3	20	-17	34,396
August 2022	1	29	-28	34,368
September 2022	2	22	-20	34,348
October 2022	8	926*	-918	33,430
November 2022	8	356*	-348	33,082
December 2022	0	2	-2	33,080
January 2023	0	72	-72	32,956
February 2023	67 ¹	96	-29	32,927
March 2023	0	2	-2	32,925
Patient	Joiners	Leavers	Net	Cumulative
April 2022	0	6	-6	6,098
May 2022	0	6	-6	6,092
June 2022	0	10	-10	6,082
July 2022	0	8	-8	6,074
August 2022	0	1	-1	6,073
September 2022	0	8	-8	6,065
October 2022	0	109*	-109	5,956
November 2022	0	278*	-278	5,678
December 2022	0	11	-11	5,667
January 2023	0	22	-22	5,645
February 2023	2	91 ¹	-89	5,556
March 2023	0	1	-1	5,555

*Elections and the major membership mailing took place during these months which accounts for the large number of leavers.

¹Includes adjustments made to members with BDMC postcodes which were incorrectly registered within the patient constituency.

- **104** new public and patient members have joined since April 2022 (**102** public members / **2** patient members).

- **2,392** public and patient members have left since April 2022 (**1,849** public members / **551** patient members)
- Overall Public and Patient Membership reduced by **6%** since April 2022.
- The Membership profile information as at 9 March is available at [Appendix 1](#).

3. Email Updater and Membership Portal

- To date the number of members that have accessed the Email Updater is: **247** (increase of 5 since previous report)
- To date the number of members that have accessed the Member Portal is: **72** (increase of 47 since previous report)

4. 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.

5. Protected characteristics

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

	Member records	% of membership
Age	37,884	98%
Disability	23	0%
Ethnicity	37,867	98%
Religion/Belief	218	1%
Gender	38,304	99%
Sexual Orientation	213	1%

March 2023