



Cambridgeshire and Peterborough NHS Foundation Trust



Pride in our care

Background

- Corporate Affairs took on responsibility for Membership from the Trust Secretariat in January 2017
- Current membership: 13,838. This includes:
 - Public: 8,891
 - Patient/Carer: 1,157
 - Staff: 3,790

Current Membership

- Membership has decreased by approximately 400 members following a review of the database and data cleansing.
- The reduction in numbers is also due to staff leavers no longer being automatically signed up as public members.
- All staff leavers now need to actively opt in as a result of the new General Data Protection Regulation (GDPR), which will commence May 2018.

Current Membership – key headlines

	Public	Patients/ Carers	Staff	Total
	8,891	1,157	3,790	13,838
	64%	8%	27%	100%
Age				
< 22	0.7%	0.8%	1%	
> 22	85%	94%	99%	
Not stated	14%	6%	0%	
Gender				
Male	34%	34%	17%	
Female	61%	64%	83%	
Unspecified	5%	3%	0%	
Ethnicity (top 3)				
White British	53%	81%	76%	
White other	3%	3%	6%	
Asian or Asian British – Indian	1%	0.8%	3%	
Not stated	37%	9%	5%	

Recruitment and Engagement

- Members will have received a newsletter inviting them to upcoming events, including:
 - World Mental Health Day – Wellbeing at work Event, 10th October
 - ADHD in children – Controversies, Complexities and Building Resilience’ a talk by Dr Joanne Holmes, 6th December

The 2018 timetable is in development. Events will:

- reflect the physical and mental health Trust service provision
- take place across Cambridgeshire and Peterborough
- Seek to reflect the demographics of our membership group

Suggestions for interesting and useful topics for future talks: email foundationtrust@cpft.nhs.uk.

Recruitment and Engagement

- Active recruitment is on-going:
 - Application forms and leaflets are available in several CPFT buildings across Cambridgeshire and Peterborough
 - Information stalls across Cambridgeshire and Peterborough to give people the opportunity to talk to a member of staff about becoming a CPFT Member.
 - Promotion via the CPFT website
- Further targeted recruitment will take place following the completion of the initial in-depth data cleanse
 - Recruitment will be targeted towards the under-represented groups in order to more equally represent the local population

General Data Protection Regulation (GDPR)

- The General Data Protection Regulation (GDPR) will come in to effect on 25th May 2018 and replace the Data Protection Act 1998 (DPA).
- Work underway to ensure full compliance with the new regulations, including:
 - Application forms
 - Recruitment methods (e.g. Staff leaver to public member)
 - Filing system for applications
 - Database management

Membership Strategy

- 3 year strategy (2017 – 2020)
- 3 key objectives:
 - Recruit – 250 new members per year
 - Maintain – understand the needs of the members and seek to address these in a targeted and proactive way
 - Engage – proactively engage with and monitor engagement levels of Trust members via measurable and meaningful targets
- Detailed programme of work to achieve these objectives
- Bi-annual update and reporting to Council of Governors
- Governor lead for membership

Questions?