

Membership Report 2015/2016



1. Introduction
2. Our Members
3. The role of the Members' Council
4. Membership Recruitment in 2015/2016
5. Membership Communication in 2015/2016
6. Membership Engagement in 2015/2016
7. Future Membership Recruitment, Communication and Engagement

1. Introduction

Welcome to the Great Ormond Street Hospital for Children NHS Foundation Trust (GOSH) Membership Report 2015/16.

In March 2016, we celebrated our fourth year as a Foundation Trust. Our membership has grown and developed and continues to be an asset to GOSH in ensuring that the voices of our communities are heard and reflected in how the hospital is run.

In this report we will share our journey so far as a membership organisation and, in particular, update you on the work of the Membership and Engagement Committee over the past year.

One of the committee's main roles is to oversee the recruitment of members and maximise engagement opportunities for them. We know from experience that face-to-face recruitment has enabled us to grow our membership base and engage personally with new members. Over 2015/16, we have built on this with a steady growth by over 4 per cent to a membership base of approximately 9,200 members (excluding staff). Public membership has grown as a result of increased recruitment activity at community events, schools and at a university. We thank our volunteer service for playing a key role in actively recruiting over 100 Trust volunteers. We continue to sign up new members within the hospital in the patient and young public membership segment (age 10–16), where we have identified an under-representation.

On the engagement and communications front, our FT Get Involved email continues to offer opportunities for members to participate in various workstreams across the Trust, and to provide feedback through surveys. We thank all our members who have actively contributed to Trust developments over the year. Through our communications, we continue to strive to reach our diverse membership base, in particular our younger audience with initial efforts in harnessing social media. We have now moved to a specialist membership database provider, which will enable us to communicate more effectively with our membership and provide us with detailed membership reports.

Always



This year, we have focused on how we can better represent the views and experiences of our membership, (in particular patients, families and carers.) The information gathered has been used to inform the Trust about patient experience across services. Our aim is to further strengthen the link between the Trust and these communities.

Please note that our next election to the Members' Council will begin in late 2017 – we would like to encourage all members to consider standing for election as one of our councillors.

Finally, we are proud, as a committee, to have endeavoured to hold GOSH's Our Always Values at the core of everything we do over the past year – Always Welcoming, Always Helpful, Always Expert and Always One Team.

We close with our recognition and thanks to the staff at GOSH for all they do in putting the child first and always.

We really hope you enjoy reading our highlights from the past year and our plans for the coming one.



Lisa Chin-A-Young
Co-Chair
(2012–present)



Carley Bowman
Co-Chair
(appointed 2015)

2. Our Members

If you live in England and Wales and are over the age of 10, you can join our membership for free. We are proud to now have a membership of approximately 13,000 members (including staff) who make up our three constituencies below.

As a specialist Trust with a very broad geographical catchment area, GOSH does not have a defined 'local community'. We treat patients from across England and internationally. More than half of our patients come from outside London.

Patient and carer Membership

Patients from London and outside London
Parents and carers from London
and outside London

Public Membership

North London and surrounding areas
South London and surrounding areas
Rest of England and Wales

Staff Membership

Who hold a GOSH permanent contract or fixed-term
contract of 12 months or more

Members can choose their level of involvement

- receive updates and newsletters
- vote in Members' Council elections or stand for election
- volunteer in the hospital
- attend Members' Council and Board meetings
- attend Annual General Meeting and Annual Members' Meeting

Members can have their say on Trust services and developments

- take part in focus groups and attend workshops to help improve services
- meet their councillor and feedback on their experience
- take part in Annual Plan consultations
- join the Young People's Forum and represent the patient voice

Kevin's story

Why did Kevin join the Trust?

"It felt like the perfect way for me to contribute to GOSH as a foundation trust. Good governance is critical for any successful organisation, and as someone who benefited a lot from NHS care as a child, I wanted to do what I could to ensure that GOSH was governed as well as possible."

How has he got involved so far?

"For the past three years I have run the RBC Race for the Kids in June, and as a member of the Membership and Engagement Committee I helped to recruit new members afterwards. It's so nice to meet other GOSH supporters and hearing stories of how they had been helped by GOSH is really moving and motivational. Whatever their level of involvement, our members are part of a growing membership community which is helping to shape the future of the hospital."



Kevin, Public member and Trust volunteer, acts as an ambassador for the Trust

Hannah's story

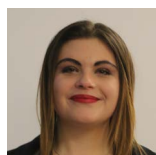
Why did Hannah join the Trust?

"I was admitted to GOSH when I was fourteen and wanted to use my experience here to make a positive change within the hospital and to improve the patient experience for teens."

I joined the Young People's Forum (YPF) in 2012 and was elected as Vice Chair in 2015 when we came together to meet for the first time! We have been given opportunities to make a difference in the lives of patients by sharing our thoughts and opinions with staff and board members."

How has she got involved so far?

"We have also been offered a lot of sessions to develop skills in team work and public speaking. On top of all of these things, the YPF is a great way to make friends. I love the social aspect of the meetings; I always look forward to catching up with friends as well as working to make a difference at GOSH, a place that means a lot to me."



Hannah, Patient member and Vice-Chair of the Young People's Forum

3.

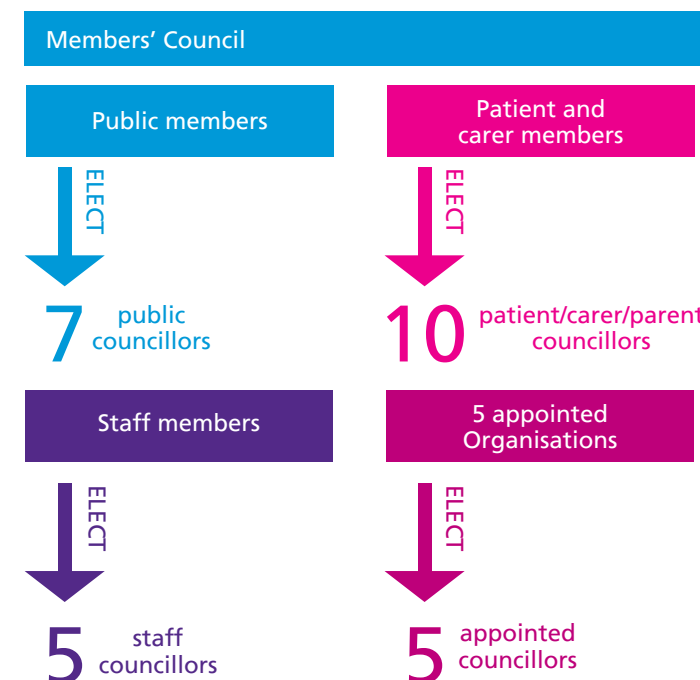
The role of the Members' Council

There are 27 councillors who make up the Members' Council. They act as a link to the hospital community, staff and the public, representing their interests and views. They also hold the non-executive directors to account for the performance of the Trust Board.

Councillors come from a wide variety of backgrounds and many have direct experience of Trust services. This provides valuable insight and contributes greatly to the forward planning of services. This, in turn, helps the Trust to make sure that it is focusing on what's important for our patients and their families.

This year, councillors have continued to work with the Board and have an open invitation to attend and observe Trust Board meetings and Board Assurance Committee meetings.

Starting in September 2016, councillors will have dedicated access to the Chairman and the Senior Independent Director three times a year to support them in their role.



Councillors **engaged** with and **updated** their membership on Trust developments:

- at events in the hospital, in schools, university and in the community
- by attending a meeting of the General Medical Services committee and making a presentation to raise awareness of the role of the Members' Council and staff councillor
- by contributing to the membership newsletter Member Matters
 - writing cover letters and 'welcome' sections
 - contributing to Foundation Trust news updates

Councillors **represented** the interests of their members and the public by providing:

- input to the development of the Trust's new Electronic Patient Record Programme
- feedback on facilities and service provision to the Patient and Family Engagement and Experience Committee
- feedback and working collaboration with the Trust's Redevelopment Team, to provide a recommendation for the replacement of 48 overnight stay beds for parents in the Morgan Stanley Clinical Building
- a perspective on the review of design brief structures for the Trust's Redevelopment Programme committee
- initiating a process for representing members, by making presentations of individual case studies (gathered at engagement events and in the hospital) at the Patient and Family Engagement and Experience Committee and the Members' Council (PFEEC), with feedback highlighted at a senior level for investigation and action
- feedback for consideration in the development of the Trust's Annual Plan, from face-to-face and online Annual Plan consultation surveys
- input to the development of the Trust's new Electronic Patient Record Programme

Annual Plan Survey feedback about the Members' Council

We have started tracking member awareness and perceptions of the Members' Council as well as the themes arising. We aim to continue to track this progress and hear your feedback on how well your councillors are representing your views.

Do the Members' Council represent their membership?	<ul style="list-style-type: none"> • 57 per cent felt 'very 'or 'quite confident' • could be improvement in the Members' Council representation of staff views • higher confidence from parents and patients than staff
Members' Council should be discussing and raising the following themes with the Trust Board at GOSH:	<ul style="list-style-type: none"> • Patient experience • Maintaining/improving/consistency of patient care • Staff behaviours • Outpatient waits and booking • Bed capacity and access

Councillors strive to adhere to Our Always Values and be:

Always Welcoming:	<ul style="list-style-type: none"> • when they meet members and the public in the hospital or in the community at membership or engagement events, and at all other occasions.
Always Helpful:	<ul style="list-style-type: none"> • taking your views and opinions further, and representing you at Trust Board level, or signposting you to the relevant support.
Always Expert:	<ul style="list-style-type: none"> • taking their constitutional responsibilities seriously and being well prepared for Members' Council and Committee meetings.
Always One Team:	<ul style="list-style-type: none"> • forming a united group from all backgrounds who represent parents and carers, patients and staff, and are passionate in helping to support and represent members to help shape the future of the hospital, by working within the wider team that is GOSH itself.

Contact your councillor foundation@gosh.nhs.uk

4. Membership Recruitment in 2015/2016

We are pleased to report a steady growth in our membership. At year end, our total membership figure stood at 9,205, excluding staff – an increase of 373 members since reporting last year. Table 1 sets out a comparison of our patient and carer and public memberships as at 1 April 2015 and 31 March 2016.

What were our projected versus actual membership figures for 2015/16?

We projected a 3 per cent net growth of our membership, estimating that we would exceed 9,000 members. We have met and exceeded this projected total target. We are, however, very slightly under our projected patient and parent and carer target, but have met and exceeded our public membership figures. We recognise that 58 per cent of our patient population is under 10 years old, and children have to be at least 10 to become a member, so have set ourselves realistic targets. We are committed to developing mechanisms to engage with and receive the views of younger children.

Table 1 sets out our total membership figures for 2014/15 and our projected versus actual membership figures for 2015/16

Table 1 Total membership figures for 2014/15 and our projected versus actual membership figures for 2015/16

Constituency	2014/15 actual	2015/16 projected	2015/16 actual	- or +
Patient	916	943	938	(-)5
Patient and carer	5,217	5,374	5,267	(-)107
Public	2,699	2,780	3,000	(+)220
Total	8,832	9,097	9,205	(+)108

Our recruitment objectives were to achieve marginal growth in membership numbers (around 3 per cent), with a particular focus on young people aged 10–16 and the patient population, and to support this by outsourcing the membership database to a specialist provider.

We met and exceeded our membership total and expanded our face-to-face and partnership working by collaborating with the Trust's patient experience and volunteering team, Young People's Forum and Great Ormond Street Hospital Children's Charity and by:

- holding membership stalls at the family day of the Bloomsbury Festival, Santa Dash and RBC Race for the Kids events
- developing a councillor-led presentation which was delivered to a primary school in Ealing
- recruiting young members from St George's University Paediatric Society
- running the 'meet your councillor' sessions prior to every Members' Council meeting
- joining the Equality and Diversity, Play department and Chaplaincy Team at their information stalls
- joining the Redevelopment Team for their design brief workshop for patients and their families and the public in October 2015
- recruiting a total of 113 volunteer members



Foundation Trust team recruiters



Students from St George's University with councillors Prab Prabhakar and Sophie Talib (on right)

5. Membership Communication in 2015/2016

Last year, we aimed to continue to provide appropriate information to members and the Members' Council, and to build more awareness, communication, and interaction between councillors and their constituents.

Reaching all of our constituents can be difficult as GOSH's patients come from all over England and Wales. We have worked very hard to find different ways to engage with as many of the people we represent as possible.

One of the ways of doing this is by working with Great Ormond Street Hospital Children's Charity to harness the power of social media to share information. This is a work in progress and we plan to continue improving on this in the coming year.

We also want to reach out to our younger constituents. One of the ways we have done that is by visiting schools and talking about the work that GOSH does. We also work closely with our colleagues on the Young People's Forum, to seek out engagement opportunities with young people and our patient community.

How we communicate with members:

Members

- on sign up, members receive a Welcome Pack with the latest Member Matters newsletter and a quarterly updated welcome insert with Trust news and involvement opportunities
- received their monthly FT Get Involved email with the February email, highlighting the Trust's Annual Plan survey for members
- were informed through our social media channels about upcoming events such as the RBC Race for the Kids

Councillors

- receive regular eBulletins with upcoming training and development updates
- staff councillor profiles were included in the monthly staff newsletter Roundabout
- solicited feedback from the hospital community on the Annual Plan using iPads
- regularly communicated with members at Trust and community events and in the hospital

Trust Volunteers

- received updates regularly via the Volunteer newsletter V focus

6. Membership Engagement in 2015/2016

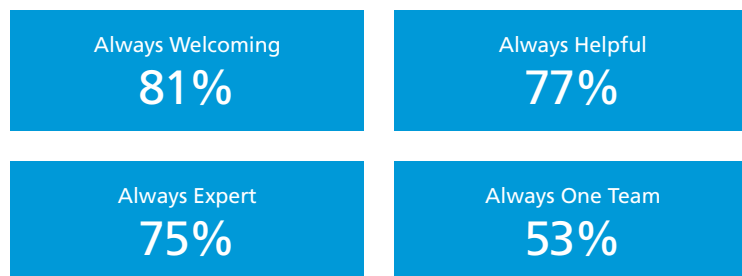
The focus for all councillor engagement and representation is to ensure that the patient and carer voice remains at the heart of the organisation, and to actively engage members in the development of the Trust and its activities.

Members were offered the opportunity to engage in the Annual Plan objectives, by taking part in the Annual Plan Consultation Survey. A total of 375 responses were received of which 49 per cent were from patients or carers, 33 per cent from staff members and the rest from members of the public, volunteers or other. Staff were also engaged through the annual staff survey.

Area	Feedback
Alternatives to face-to-face outpatient appointments	<ul style="list-style-type: none"> • 60 per cent would consider 'remote' appointments • 68 per cent of parents or patients who had attended an appointment in the last 12 months would consider a remote appointment • Preferred alternative was for telephone appointments
Feedback on experience at the hospital and providing feedback	<ul style="list-style-type: none"> • 46 per cent had provided feedback, with 65 per cent of parents reporting having fed back • main method of feeding back was direct to staff • 70 per cent said feedback mechanisms were 'good' or 'very good'
'Do you consider GOSH to be a research hospital?'	<ul style="list-style-type: none"> • 82 per cent: Yes • 92 per cent thought that all patients should be given the option to be involved in research
'Does the hospital website meet your needs?'	<ul style="list-style-type: none"> • 62 per cent 'well' or 'quite well'

Feedback was very positive in response to staff displaying Our Always Values but did highlight that we could be better at always being one team.

Feedback was very positive in response to staff displaying Our Always Values but did highlight that we could be better at always being one team.



Members have also attended Members' Council meetings and were encouraged to attend the Annual General Meeting and Annual Members' Meeting.

We included all patient and public involvement opportunities in our monthly FT Get Involved email, to engage with parents and patients to join Patient and Public Involvement and volunteering opportunities; this enabled us to involve members in various work streams across the Trust, including:

- Family, Equality and Diversity Group
- Quality Improvement Committee
- Patient Experience Survey volunteers
- Patient Lead Assessments of the Care Environment (PLACE) inspections
- Parent representation for outpatient services project group
- Our Always Values virtual user group
- Neurosciences Parent Forum

7. Future Membership Recruitment, Engagement and Communication

We have updated our Membership Strategy 2015/18, which contains dedicated engagement and recruitment calendars and sets out our definitive plans to maintain and grow, engage and involve our membership. You can read the full strategy here gosh.nhs.uk/membership-strategy

The Trust has recently moved to a specialist database provider, Membership and Engagement Services (MES), to store and maintain its membership records. The database is designed specifically for patient, public and member engagement. It enables the Foundation Trust membership team to have direct control over data management and analysis, to support the development of our growing membership and engagement activity.

The Membership and Engagement Committee are looking at improving how we map current engagement activities across the Trust and link these to membership engagement.

They also wish to further develop their two-way communications with members. They are particularly focused on reaching out more to our patient community and to engage more with young people and our out-of-London members.



Councillor Gillian Smith at the Bloomsbury Festival

Our objectives for next year include:

- focusing on increasing membership representation of young people aged 10–16, the patient population and their parents and carers
- continuing our efforts to improve representation of member feedback to relevant Committees and the Trust Board
- utilising our new database's 'gone-away' tracking functionality, to help us to track and reinstate lost members, which will support our recruitment efforts
- optimising the use of internal Trust communication systems such as the intranet, payslip messaging and Roundabout staff magazine, to recruit bank and agency staff to public membership
- redesigning our membership form and pop-up banners
- maintaining our links with St George's University and St Augustine's Priory School in Ealing, and expanding our reach to other schools and universities
- linking with the Patient Experience team and the Young People's Forum on their Children's Commissioners Takeover Day event and Listening event
- establishing better links with our partners at University College London to engage more with medical students

We look forward to the year ahead and are confident that with the ongoing support and involvement of our Members' Council we will continue to grow our membership. We are aware of our geographically dispersed membership base and the challenges we face in recruiting and engaging with this and our patient population.

We would like to take this opportunity to thank Mary De Sousa, Public councillor representing North London and surrounding areas, for her contribution to the Members' Council. Mary stood down from her role in April 2016 as she is now employed by the Trust.

We would also like to thank Olivia Framew, Appointed councillor representing self management uk for her contributions. Olivia stood down in July 2016 due to study commitments.

We are excited at the many prospects we have to involve our members in continuing to shape the future of the Trust, and having their voice heard.

Becoming a member of the Trust is a great way to show support for the hospital. If you haven't joined already, then sign up to become a member at gosh.nhs.uk/join and encourage your friends and family to join up too.



Appendix 1

Table 2 sets out the Trust's public membership as at 31 March 2016 compared against the eligible membership in England and Wales

Table 2 Comparison of our patient and carer and public memberships as at 1 April 2015 and 31 March 2016

Constituency	No. of members as at 1 April 2015	No. of members recruited in year	No. of members leaving in year	No. of members as at 31 March 2016
Patient and Carer	6,133	80	63	6,205
Public	2,699	198	12	3,000
Total	8,832			9,205

Table 3 sets out our staff membership as at 1 April 2015 and 31 March 2016

Table 3 Staff membership as at 1 April 2015 and 31 March 2016

Constituency	No. of members as at 1 April 2015	No. of staff recruited in year	No. of staff leaving in year	No. of staff as at 31 March 2016
Staff	3,663	615	469	3,809

Table 4 sets out our Trust's public membership as at 31 March 2016 compared against the eligible membership in England and Wales.

Table 4: Trust's public membership as at 31 March 2016 compared against the eligible membership in England and Wales

Public Constituency	Total number of members	Percentage of membership	Catchment area profile (all of England and Wales*)	Over or under representation (England and Wales)
Number of members	3000	100%	-	-
Gender *				
Male	901	30.03%	48.90%	under
Female	2072	69.07%	51.10%	over
Unknown	27	0.9%	-	n/a
Age Range *				
10-16	99	3.30%	8.26%	under
17-21	286	9.54%	6.59%	over
22+	2387	79.56%	73.32%	over
Unknown	228	7.60%	-	n/a
Ethnicity *				
White	1885	63.83%	85.97%	under
Mixed	103	3.43%	2.18%	over
Asian or Asian British	273	9.10%	7.51%	over
Black or Black British	243	8.10%	3.33%	over
Other	69	2.30%	1.01%	over
Unknown	427	14.24%	-	n/a

* As GOSH is a tertiary hospital providing some national services, the public membership covers the whole of England and Wales.

The Membership and Engagement Committee have estimated a 3 per cent net growth for membership in 2016/17.

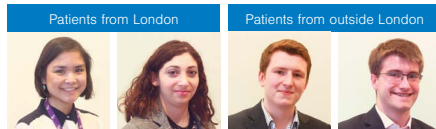
Table 5 sets out our projected membership figures for 2016/17.

Table 5: Projected membership figures for 2016/17

Public Constituency	2015/16 (final numbers)	Attrition rate 5%	Recruitment growth rate 8%	2016/2017 (predicted)	In-year net growth
Patient	938	47	75	966	28
Parent and carer	5,267	263	421	5,425	158
Public	3,000	150	240	3,090	90
Total	9,205	460	736	9,481	276

Great Ormond Street Hospital for Children NHS Foundation Trust Members' Council

Patient and carer councillors

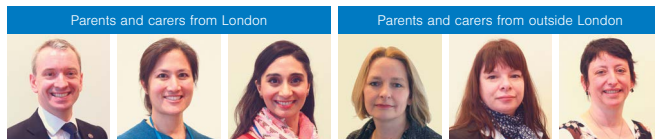


Sophie Talib

Susanna Fantoni

Edward Green

George Howell



Matthew Norris

Lisa Chin-A-Young

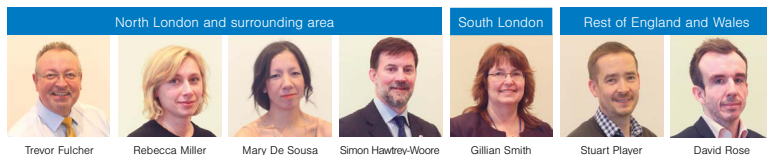
Mariam Ali

Claudia Fisher

Carley Bowman

Camilla Pease

Public councillors



Trevor Fulcher

Rebecca Miller

Mary De Sousa

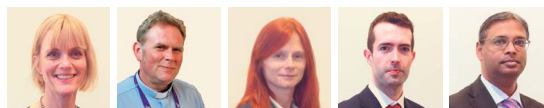
Simon Hawtrey-Woore

Gillian Smith

Stuart Player

David Rose

Staff councillors



Jilly Hale

James 'Jim' Linthicum

Clare McLaren

Rory Mannion

Prab Prabhakar

Appointed councillors



Jenny Headlam-Wells
London Borough
of Camden

Christine Kinnon
UCL Institute of
Child Health

Muhammad Miah
Great Ormond Street
Hospital School

Hazel Fisher
NHS England
(London Region)

Olivia Frame
self management uk

The role of the Members' Council is to represent the interests of Foundation Trust members and of the public. Find out more at www.gosh.nhs.uk/foundation
To contact a councillor email foundation@gosh.nhs.uk

Great Ormond Street Hospital for Children NHS Foundation Trust

Great Ormond Street
London WC1N 3JH

www.gosh.nhs.uk