Introduction

Thank you for taking the time to complete this survey. There are a few questions which may require you to look some information up so please collect the information before you start to complete this questionnaire. You will need information on:

• Your membership numbers, past and present
• Your election turn-out rates at your most recent elections
• Information on your governor vacancies

Please write in the full name of your foundation trust

[   ]

Section 1 Overview

Q1 What activities do you classify as member engagement?

[   ]

Q2 Which of these categories of members do you have?

Staff ☐

Public ☐

Patient ☐

Carer ☐

Service User ☐

Q3 How much time do each of these people spend on member (not governor) engagement per week. PLEASE EXPRESS IN WHOLE TIME EQUIVALENTS (WTE) WHERE ONE DAY IS .2 AND 5 DAYS IS 1.0, OR IF EASIER PLEASE EXPRESS IN HOURS.

	WTE	Hours
Chair		
Chief Executive		
Trust Secretary		
Head of Communications		
Comms team		
PALS team		
Membership Manager		
Head of Governance		
Other		

PLEASE WRITE IN

Q4 Who has lead responsibility for member engagement within your trust?

Chair ○

Chief Executive ○

Trust Secretary ○

Head of Communications ○

Membership Manager ○

Head of Governance ○

Nobody has lead responsibility for member engagement ○

Other (PLEASE WRITE IN)

Q5 Do you have a budget allocation for membership engagement including recruitment?

Yes ○

No ○

Q6a IF YES AT Q5. Approximately how much is it for this financial year 2010/2011?

£

Q6b IF YES AT Q5. Approximately how much of the budget is assigned to the following categories? PLEASE EXPRESS AS A NUMERICAL VALUE

£

Staff [   ]

Marketing [   ]

Recruitment [   ]

Other [   ]

PLEASE WRITE IN

[   ]

Q7 IF YES AT Q5. Do you think the membership engagement budget will be more, less or the about same in the next financial year?

More ○

About the Same ○

Less ○

Can't say ○

Q8 IF MORE OR LESS AT Q7. Can you estimate by how much? PLEASE EXPRESS AS A %

%

[   ]

Section 2: Member recruitment

Q9a Which of these techniques have you used for recruiting public and patient/carers/service user members?

	Used	Not used
Automatic recruitment (where individual can opt out)	○	○
Face to face recruitment	○	○
Telephone recruitment	○	○
Direct mail	○	○
Website	○	○
Other	○	○

Q9b ONLY APPEARS IF USED. How effective did you find these techniques?

	Very effective	Fairly effective	Not very effective	Not at all effective
Automatic recruitment (where individual can opt out)	○	○	○	○
Face to face recruitment	○	○	○	○
Telephone recruitment	○	○	○	○
Direct mail	○	○	○	○
Website	○	○	○	○
Other	○	○	○	○

PLEASE WRITE IN

[   ]

Q10a Which of these locations have you used for recruiting public and patient/carers/service user members?

	Used	Not used
Trust site(s)	○	○
Doctors surgeries/other NHS sites	○	○
Public places e.g. town centres, libraries, schools	○	○
Community events organised by other organizations e.g. local fairs	○	○
Community events organized by the trust	○	○
Other	○	○

Q10b ONLY APPEARS IF USED. And how effective do you think recruiting public and patient/carers/service user members is in these locations?

	Very effective	Fairly effective	Not very effective	Not at all effective
Trust site(s)	○	○	○	○
Doctors surgeries/other NHS sites	○	○	○	○
Public places e.g. town centres, libraries, schools	○	○	○	○
Community events organised by other organizations e.g. local fairs	○	○	○	○
Community event organized by the trust	○	○	○	○
Other	○	○	○	○

PLEASE WRITE IN

```
[                          ]
```

Q11a Which of the following groups/individuals have you used to recruit members?

	Used	Not used
Staff (including bank)	○	○
Members	○	○
Governors	○	○
Volunteers	○	○
External agencies	○	○
Other	○	○

Q11b ONLY APPEARS IF USED. How effective do you think the following are for recruiting public and patient/carers/service user members?

	Very effective	Fairly effective	Not very effective	Not at all effective
Staff	○	○	○	○
Members	○	○	○	○
Governors	○	○	○	○
Volunteers	○	○	○	○
External agencies	○	○	○	○
Other	○	○	○	○

PLEASE WRITE IN

```
[                          ]
```

Q12 Some trusts focus on increasing membership numbers, others focus on engaging better with existing members. Which of these best describes the approach of your trust at the current time?

Increasing membership numbers ○

Better engagement with existing members ○

Both equally ○

Other **(PLEASE WRITE IN)**

[   ]

Q13 Do you automatically register your staff as members (allowing them to opt-out) or do you actively recruit staff members?

Automatically register ○

Actively recruit ○

Q14 Please use the space below to give more detail about any methods of recruiting public members (including patient/carers/service users) which you have found to be particularly effective. PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT WORKED WELL, WHAT WORKED LESS WELL.

[   ]

Q15 ONLY IF ACTIVELY RECRUIT (FROM Q13). Please use the space below to give more detail about any methods of recruiting staff members which you have found to be particularly effective. PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT WORKED WELL, WHAT WORKED LESS WELL.

[   ]

Section 3: Membership Data

Q16 Please complete the grid below to show membership numbers since you became an authorised foundation trust.

	Staff	Public	Patient, Carer, Service users (if applicable)
31.03.2004			
31.03.2005			
31.03.2006			
31.03.2007			
31.03.2008			
31.03.2009			
31.03.2010			

Q17a Do you allow your members to have different levels of engagement (e.g. Gold, Silver, Bronze)?

Yes ○

No ○

Q17b IF YES AT Q17a. Please give more details about what these categories are and what they mean.

Section 4: Member engagement

Q18 Does your trust have:

	Yes	No
Annual meetings which are only open to members	○	○
Annual members meetings which are open to all (members and non members)	○	○
A formal AGM which is open to members	○	○
Other annual member engagement events eg open days	○	○

PLEASE WRITE IN

Q19a IF TRUST HAS 'ANNUAL MEMBERS MEETINGS'. Approximately how many people attended your last annual members meeting?

Q19b IF TRUST HAS 'ANNUAL MEMBERS MEETINGS'. Do you keep records of who attended, e.g. number of public members?

Yes ○

No ○

Q19c IF TRUST KEEPS RECORDS. And approximately how many of these members were:(PLEASE EXPRESS AS A %)

	%
Staff	
Public	
Patient, Carer, Service users (if applicable)	
Total (should add to 100%)	

Q20 Listed below are ways trusts can engage with their members. How effective do you think each is?

	Very effective	Fairly effective	Not very effective	Not at all effective	No experience of this
Regular paper communication e.g. newsletter	○	○	○	○	○
Regular e-bulletins	○	○	○	○	○
Inviting members to workshops to understand the work of the trust (e.g. Medicine for Members lectures)	○	○	○	○	○
Inviting members to meet senior people within the trust	○	○	○	○	○
Inviting members to tours of the hospital/trust buildings	○	○	○	○	○
Inviting members to participate in surveys	○	○	○	○	○
Using other online communication methods e.g. blogs, discussion rooms etc	○	○	○	○	○
Using member voting to determine usage of some trust funds	○	○	○	○	○
Through the governors	○	○	○	○	○
Open days	○	○	○	○	○
Community events	○	○	○	○	○
Other	○	○	○	○	○

PLEASE WRITE IN

[   ]

Q21 Do you currently use targeted marketing for different groups of members?

Yes ○

No ○

Other (**PLEASE WRITE IN**)

[   ]

Q22 Please use the space below to give more detail about any methods of engaging with public and patient/carers/service user members which you have found to be particularly effective. PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT WORKED WELL, WHAT WORKED LESS WELL.

[   ]

Q23 IF ACTIVELY RECRUIT(FROM Q13). How do you engage with staff in terms of their role as members, rather than as employees? PLEASE WRITE IN

[   ]

Section 5: Effectiveness of member engagement

Q24 What proportion of members would you say play an active role as members?

	%
Staff	
Public	
Patient, Carer, Service users (if applicable)	

Q25 Which of these techniques do you use to formally measure member engagement? (TICK ALL WHICH APPLY)

Member Surveys (including response rates) ☐

Attendance at events ☐

Letters/emails received ☐

Number of candidates coming forward for elections ☐

Turnout in elections ☐

Number of governor vacancies ☐

Do not formally measure member engagement ☐

Other **(PLEASE WRITE IN)**

Q26 Would you say overall engagement with these categories of members has increased, decreased or stayed about the same since authorisation?

Since authorisation member engagement has:

	Increased	About the same	Decreased
Staff	○	○	○
Public	○	○	○
Patient, Carer, Service users (if applicable)	○	○	○

Q27 Has input from your members influenced any of the following?

	Yes	No	We have never received input from members
Communicating with public/patients	○	○	○
Changing an existing service	○	○	○
Developing new services	○	○	○
Local public consultations	○	○	○
Forward business planning	○	○	○

Other **(PLEASE WRITE IN)**

Q28 Please use the space below to give more detail about the impact your members have made? PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT CHANGED?

Section 6: Elections for Board of Governors

Q29 When was your last election? DO NOT INCLUDE BY-ELECTIONS.

WRITE IN DATE

Q30 In your last election what was the average turnout for...

IF THEY WERE UNCONTESTED PLEASE WRITE IN N/A

	%
Staff elections	
Public	
Patient, Carer, Service users (if applicable)	

Q31 How satisfied is your trust with these levels of turnout?

	Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	Not applicable
Staff	○	○	○	○	○
Public	○	○	○	○	○
Patient, Carer, Service users (if applicable)	○	○	○	○	○

Q32 How have your election turnouts changed since authorisation for...

	Improved significantly	Improved	Stayed more or less the same	Declined	Declined significantly	Not applicable (e.g. only one set of elections completed)
Staff elections	○	○	○	○	○	○
Public	○	○	○	○	○	○
Patient, Carer, Service users (if applicable)	○	○	○	○	○	○

Q33 Please use the space below to give more detail about any methods of improving turnout which you have found to be particularly effective. PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT WORKED WELL, WHAT WORKED LESS WELL.

Governors

Q34 How many governors should you have in each of these categories according to your constitution?

Staff [ ]

Public [ ]

Patient, Carer, Service users (if applicable) [ ]

Q35 How many vacancies did you have on your Board of Governors in these categories as at 1st October 2010?

Staff [ ]

Public [ ]

Patient, Carer, Service users (if applicable) [ ]

Q36 Thinking of the different types of constituencies / classes, how many candidates on average did you have for each vacancy at your most recent election?

Staff [ ]

Public [ ]

Patient, Carer, Service users (if applicable) [ ]

Q37 In which, if any, of these categories have you had problems in getting candidates to stand as governors?

Staff ◯

Public ◯

Patient, Carer, Service users (if applicable) ◯

Q38 Please use the space below to give more detail about any methods of encouraging members to stand as governors you have found to be particularly effective. PLEASE GIVE AS MUCH DETAIL AS POSSIBLE; WHAT WORKED WELL, WHAT WORKED LESS WELL.

[ ]

Section 7: Governor Effectiveness

Q39 How effective would you say your Board of Governors is at

	Very effective	Fairly effective	Not very effective	Not at all effective
Representing the views of the local community	◯	◯	◯	◯
Representing the views of the members who elected them	◯	◯	◯	◯

Q40 Has your Trust acted on any input from your governors in terms of:

	Yes	No	Never received input
Communicating with public/patients	◯	◯	◯
Changing existing services	◯	◯	◯
Developing new services	◯	◯	◯
Forward business planning	◯	◯	◯

Other **(PLEASE WRITE IN)**

[ ]

Section 8 About you

Q41 What is your name? We are only asking this as ERS may wish to re-contact you to discuss some of your answers here in more details.

[ ]

Q42 What is your role?

Chair ⚪

Chief Executive ⚪

Trust Secretary ⚪

Head of Communication ⚪

Membership Manager ⚪

Other **(PLEASE WRITE IN)**

[ ]

Thank you for taking the time to provide us with your feedback, please click submit to register your responses. Once you see the Electoral Reform Services webpage you will know that your responses have been received.