
January 2012

Membership Strategy



Introduction

The Clatterbridge Cancer Centre (CCC) is one of the country's leading non-surgical cancer centres covering a population of around 2.2 million people in Merseyside and Cheshire and the Isle of Man. The centre sits within the North West Strategic Health Authority, which also contains two other cancer centres, Preston and the Christie.

CCC is one of the largest cancer centres in the UK with nearly 7000 new patients being registered each year.

1. Aims of the Strategy

The Clatterbridge Cancer Centre NHS Foundation Trust is a public benefit corporation and wants to make sure that membership is open to anyone who uses its services and who will accept the responsibilities of being a member.

Objectives

1. To provide every opportunity for local people and staff to be members to that they can actively participate in the successful development of the Trust to help it achieve excellence in all the services it provides.
2. Targets increase in the areas we believe we are under represented.
3. Build effective ways of keeping our members in touch with Trust
4. Development of the 'active' membership category to specifically include volunteers including readers, survey work and other opportunities.
5. Identify members who are will to be a valuable resource of skill, information and support
6. Have a system of evaluation that will confirm if our objectives have been met.
7. Development of a benefits package to encourage and reward membership (eg NHS Discounts, One Card Liverpool – discounts in shops/restaurants)

2. Projected membership growth

Membership goals	2011/12	2012/13	2013/14
Staff	970	970	970
Public	5,600	5,600	5,600

3. Summary of previous strategy

The Membership Strategy produced in July 2007 identified a number of objectives which are summarised below:

Building the membership

- To develop a membership that reflects the numbers defined in the strategy.
- To ensure that the membership represents the population served by CCO.

Managing Active Membership

- To encourage partnership between Members and the Council of Governors.
- To increase the number of active members.
- To encourage the active involvement of all members in the Trust.

Communication

- To ensure that members are informed about the Trust
- To develop a mechanism for members and governors to communicate.

Evaluating the Strategy

- To ensure that the strategy is effective and is delivering its aims.

4. Defining Our Membership Community

We have a public constituency and a staff constituency.

Public Members

Patients and public are brought together in a single public constituency. All public members are required to opt in.

There are 6 public constituencies defined in our constitution.

CCO aims to ensure that our membership reflects the diversity of our communities. Information on the ethnic mix of Merseyside and Cheshire is available from <http://www.statistics.gov.uk/census2001>.

Staff Members

The staff constituency is divided into 6 classes within the constitution. All staff are automatically members if they fulfil the criteria in the constitution unless they choose to opt out, this information is contained within their appointment letter. All staff who leave the Trust are asked if they would consider transferring to becoming a 'public' member on leaving the organisation.

5. Building the membership

Public Membership Data as at 31.3.2011

Age (years)	Number of members	Percentage of our membership	Total eligible members	Percentage of total eligible membership
Age 0 – 16	0	0%	592,780	22.31%
Age 17 – 21	166	3.04%	172,549	6.50%
Age 22+	4959	90.89%	1,891,359	71.19%
Unknown	331	6.07%		
Ethnicity				
White	4765	87.34%	2,600,580	97.89%
Mixed	23	0.42%	19,184	0.72%
Asian	30	0.55%	13,557	0.51%
Black	16	0.29%	8,291	0.31%
Other	10	0.18%	15,076	0.57%
Unknown	612	11.22%		
Socio Economic Groupings				
ABC1	4070	74.60%	1,111,056	41.82%
C2	724	13.27%	208,798	7.85%
D	169	3.10%	475,089	17.88%
E	434	7.95%	861,745	32.43%
Unknown	59	1.08%		
Gender				
Male	1690	30.98%	1,275,600	48.01%
Female	3671	67.28%	1,381,088	51.99%
Unknown	95	1.74%		

Key Objectives

- Review membership form – to include membership benefits eg NHS Discounts
- Develop social media – to target younger members
- Follow up contact with local cancer support groups

6. Managing Active Membership

Key Objectives

- To contact members who have identified greater levels of involvement eg surveys

7. Communication

Key Objectives

- Identify topics for the newsletter
- Investigate different ways to engage with hard to reach communities

8. Evaluating the Strategy

Key Objectives

- To ensure that the strategy is effective and is delivering its aims.

9. Key Performance Indicators (KPI's)

1. Produce new membership form as above & monitor acquisition, to meet target of 500 annually
2. Monitor drop off rates & improve retention
3. Monitor engagement via response to communications with members – with effect from Year 2.

Appendix: 1

Action Plan

Action	Lead	Timescale	Progress
Produce new membership form		June 2012	
Monitor recruitment, to meet target of 500 annually		March 2013	
Monitor drop off rates & improve retention		March 2013	
Monitor engagement via response to communications with members – with effect from Year 2		January 2013	