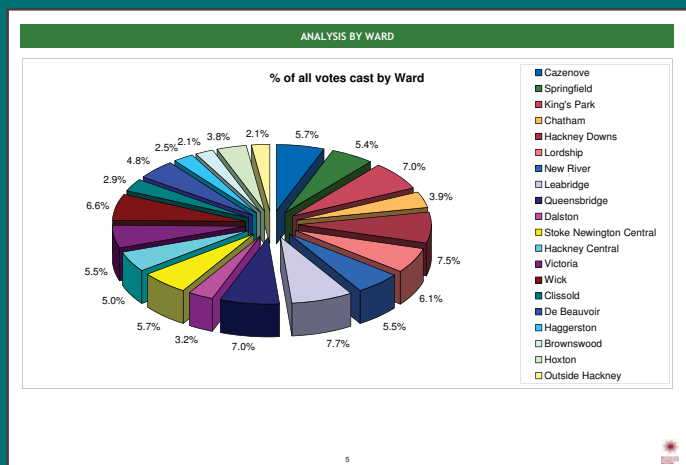
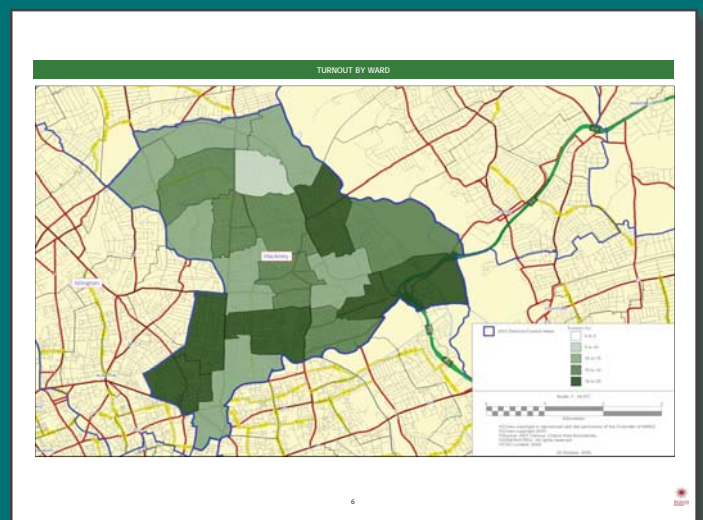


# Membership and voter profiling

## Do you know your members?

At Membership Engagement Services we see things simply: the better you know your members, the more effective your communications are. A successful membership organisation is one that remains responsive to the changing needs and expectations of its membership. Understanding the deeper composition of your membership can help your organisation to develop effective communication and engagement strategies, thereby ensuring not only a healthier dialogue but also a more cost-effective one.



As a membership organisation you are in contact with your members regularly. Whether to do with renewals, newsletters, governance elections, information bulletins or perhaps membership offers, you need to communicate with them.

How well do you know your members?

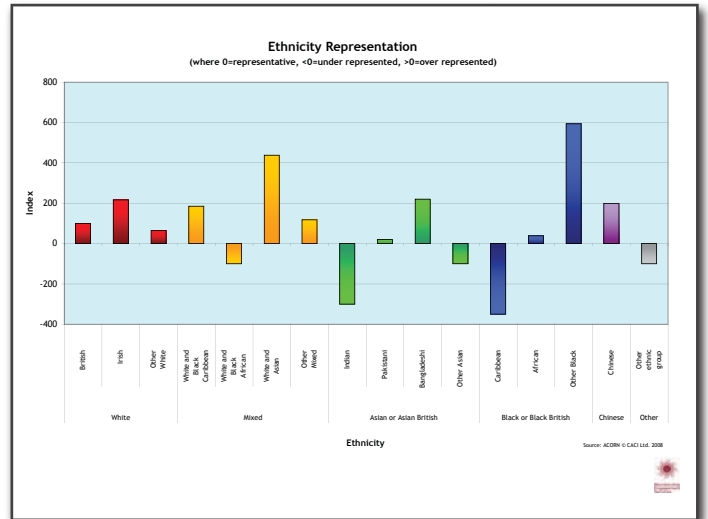
# How MES can help

MES works with the UK's leading demographic and consumer analysis provider, CACI, to provide better engagement through our Membership Profiling service. We also extend this service into our parent company's (Electoral Reform Services) field of elections by offering a Voter Profiling service.

## Membership Profiling

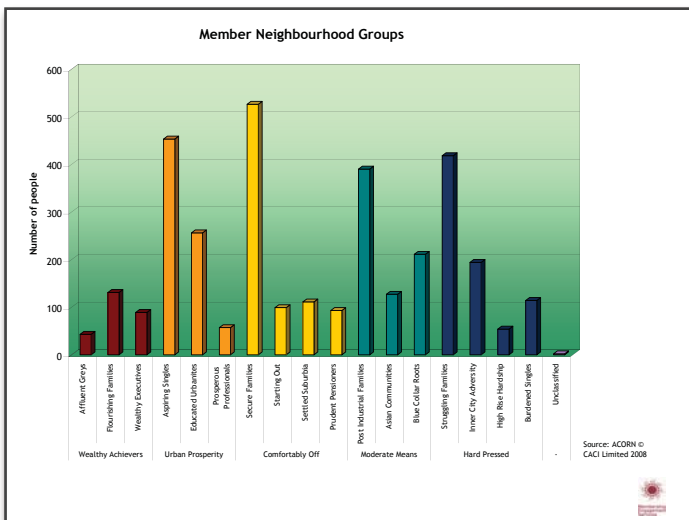
Sometimes having a representative membership is a statutory requirement, as is the case with NHS applicant and authorised Foundation Trusts for example. Here, membership profiling can help your organisation by identifying under-represented elements of your membership, enabling your organisation to direct its resources more cost effectively to address these gaps, and to demonstrate a clearer strategy behind your recruitment.

We can accurately classify your data according to socio-economic status, health or financial status. Once classified, we generate reports on your membership in a number of ways...



When the initial analysis has been completed, we compare it to the locality or even the UK population as a whole. By providing comparative statistics with local boroughs, constituencies or with your overall catchment area you can see if your membership mirrors a wider population. In the NHS FT sector - this is an absolute requirement. Comparisons can be made according to:

- Socio-economic status
- Ethnicity
- Gender
- Age
- Health status
- Financial status and Income levels



Your final report provides comparative reports, full analysis of the key information and graphical representations. This gives you the flexibility to use the information in a variety of ways - perhaps in internal board presentations or for further scrutiny by external regulatory bodies. Each of our reports is tailored to the individual needs of our clients - to this end we work closely with our clients to find out just what they need, as well as using our initiative to pop in some helpful extras.

## Voter Profiling

Any organisation seeking to improve voter turnout or make its elections more inclusive can benefit from voter profiling.

We can profile your voters during election time to see which groups are voting and where apathy may be creeping in (voter anonymity is of course maintained). Voter profiling can help your organisation to understand who your voting members are and more importantly, who your non-voting members are. We then address any 'engagement gaps'.

Elections are at the heart of democratic governance and play a major role in the life and health of most membership organisations. Successful elections tend to indicate a strong, actively engaged and well integrated membership. But what makes for successful elections?

- They are free, open & transparent
- The electorate has a real choice
- There is interest amongst all parts of the electorate, leading to a sizable and inclusive turnout

Essentially, successful elections are those where all stakeholders are meaningfully involved in the governance of their organisation, either by standing as a candidate or through casting their vote.

By adding our voter profiling service to your electoral project with ERS we are able to identify strategies for communicating more effectively and meaningfully with each part of your membership, including those disengaged groups. It will also enable you to target your resources logically.

CODE

# Example Hospital

NHS Foundation Trust

**ELECTION TO THE XXXXX OF XXXXXXXX 2008**  
**XXXX CONSTITUENCY**  
 X to elect

**BALLOT PAPER**

Please read the enclosed candidates' election statements before casting your vote.  
Candidates are listed in alphabetical order

**VOTING INSTRUCTIONS**

Do not mark this ballot paper with an "X".  
This election will be counted by the Single Transferable Vote method.

Please vote as follows:

- Write the figure 1 in the box next to the candidate you most wish to be elected
- Write the figure 2 next to your second most preferred candidate
- Write the figure 3 next to your third preference

You may express as many or as few preferences as you wish, but do not write the same figure more than once.

Candidate Name	Order of Preference
SURNAME, Forename	1
SURNAME, Forename	2
SURNAME, Forename	3

**RETURN INSTRUCTIONS & CLOSE OF ELECTION**  
**PLEASE RETURN YOUR COMPLETED BALLOT PAPER IMMEDIATELY IN THE PRE-PAID ENVELOPE PROVIDED**

Your Ballot Paper should be RECEIVED by the Independent Scrutineer, Electoral Reform Services Limited, The Election Centre, 33 Clarendon Road, London NE8 9BB

**Some additional background:**

As you may be aware, following the merger between The Co-operative and United Co-operatives in July 2007 there has been a detailed review of our democratic structure and practices. A new Rule Book for the combined Society was adopted in October 2008, together with changes to the way in which arrangements are made to elect members' representatives to the three tiers of our democratic structure - starting with the election of members of the Group's AG area committees.

The online way has led to a change in which region you're a member of - in future there'll be seven, either East or West (East of London, Central Wales, South East, South & West, Scotland & Northern Ireland, North and North West & North Midlands). The names of your area may also have changed, as the boundaries of those have changed significantly in some instances.

**Diversity**  
At The Co-operative we want our democracy to be representative of the members and communities we serve. We are especially keen to encourage a balance of women and men and make younger people, people with disabilities and those from ethnic minority backgrounds to join our elected bodies.

CE 1

The co-operative membership

Central & Eastern Region  
Cambridge & East Anglia Area

## Ballot Paper

Please read the enclosed candidates' election statements before casting your vote.  
The election will be conducted using the Single Transferable Vote (STV) system. If you wish to find out more about this voting system, please refer to the 'Your candidate's' booklet, or visit [www.electreform.co.uk](http://www.electreform.co.uk)

**You may vote by post or internet.**

**TO VOTE BY POST**  
Please turn over to cast your votes

**TO VOTE BY INTERNET**  
Visit [www.votefirst.com/co-operative](http://www.votefirst.com/co-operative) and follow the online instructions.  
You will need the two part security code printed on back.

**RETURN INSTRUCTIONS**  
Voting closes **MONDAY 16th FEBRUARY 2009**  
The internet service is available 24 hours a day.  
Postal votes should be returned to the Independent Scrutineer, Electoral Reform Services, The Election Centre, 33 Clarendon Road, London NE8 9BB in the pre-paid envelope provided.

**SECURITY**  
You may only use ONE voting option. Any attempt to vote more than once will be detected.  
Although this ballot paper is personalised, all ballot papers will be retained by Electoral Reform Services and will be your cast your vote for will not be changed by The Co-operative.

**ANALYSIS BY ETHNICITY**

	Membership		Voters			% all votes cast vs. % of Membership
	(#)	(%)	Number of Voters	% all eligible voters	% Turnout	
White	1548	41.9%	439	49.0%	17.4%	115
Mixed	129	3.3%	21	3.8%	0.8%	109
Asian or Asian British	247	6.4%	38	6.0%	1.0%	72
Black or Black British	744	20.2%	111	19.8%	3.0%	85
Chinese or Other Ethnic Group	182	4.4%	32	5.7%	3.9%	133
Not Stated	760	20.8%	89	15.9%	2.4%	77
<b>Overall</b>	<b>3,667</b>		<b>887</b>			

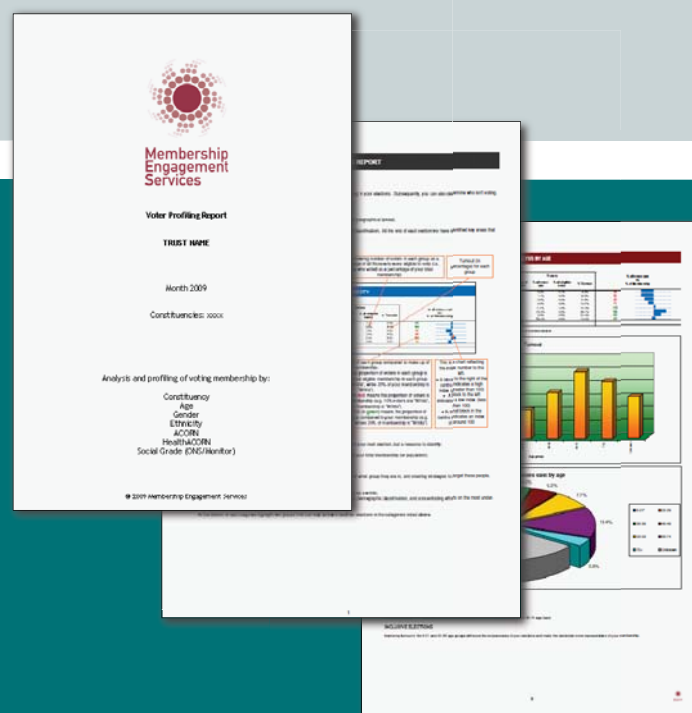
**Turnout**

**% of all votes cast by ethnicity**

# Case study: Sheffield Health and Social Care NHS Foundation Trust

## What we did

Sheffield Health and Social Care NHS Foundation Trust asked Membership Engagement Services to compile a Voter profiling report. MES, through its unique relationship with its parent company, Electoral Reform Services, was able to identify active voters in the Trust's latest Board of Governor Elections. Voter anonymity was maintained throughout but we were able to examine the demographic differences (ethnicity, gender, constituency, age and socio-economic category) between voters and the Trust's membership as a whole. The outcome was a full MES-produced report complete with graphs, tables, analysis and a summary of key findings.



## What next?

The information that we provided can be incorporated into the Trust's reports to Monitor (the independent regulator of Foundation Trusts) who are now requesting information about turnout as part of their increased focus on engagement-levels within Trusts' memberships.

Furthermore, now that the Trust is equipped to examine its "engagement gaps", it can enhance this data with research to try and find out the reasons behind voter apathy amongst certain groups and solutions for tackling it e.g. could the Trust's communication benefit from additional languages, should there be differently phrased covering letters for certain groups, perhaps even electronic voting for younger members etc? The Trust will then not only be able to report to Monitor on turnout, but also on what it actually plans to do to improve its engagement levels.

Voter Profiling can help to deepen democracy within your organisation. It is a powerful tool which can be used to increase the vitality and inclusiveness of your elections.

## Contact us

For further information or for an informal discussion about how we may be able to help you please contact us:

Membership Engagement Services  
33 Clarendon Road  
London  
N8 0NW

Phone: 020 8829 2330  
Fax: 020 8829 2349  
Email: [enquiries@membra.co.uk](mailto:enquiries@membra.co.uk)  
Web: [www.membra.co.uk](http://www.membra.co.uk)

Working in partnership with

