



# FT MEMBER ENGAGEMENT: BENCHMARKING

## BACKGROUND

For the past couple of years, Monitor - the independent regulator of NHS Foundation Trusts - has asked FTs to include information about their electoral turnout in their annual reports. Why? Because it is taking a keener interest in how Trusts are engaging with their members on an ongoing basis. Election turnout, they feel, is a useful index for measuring how engaged a Foundation Trust's members really are.

At the 2009 Membership Engagement Services User Group meeting, we discussed whether Monitor's interest in engagement levels amongst members would continue. Would Monitor begin seeking more evidence of public, staff and patient engagement? We believe that this is the likely next step for Monitor, i.e. that they will seek ways to measure, compare and benchmark engagement across the sector.

At the FT Network conference later in 2009, our 'Tackling Tokenism' workshop took this concept further, using the 'Ladder of Engagement' to illustrate how Monitor could potentially use a scale to enable them to score a Trust's relationship with their members.

We feel that this is not only information for use in future Monitor reports; it could also help you better understand your members and ultimately work more intuitively with them. Importantly, it will also help you to target your resources far more effectively.

## GETTING STARTED

In 2009 Electoral Reform Services' Research division worked with seven Foundation Trusts to commence their benchmarking survey of staff and public members. We surveyed members on a range of engagement topics: their levels of involvement with Trust activities, what would get them more involved, their preferred modes of communication, how often they vote, why they perhaps don't vote and more.

These seven Trusts gained a useful insight into their members' behaviour and attitude, and a basis on which to develop their engagement strategies. They have also contributed to a benchmarking programme that is providing evidence-based research for Monitor's attention.

## WHAT NEXT?

If your Trust would like to sign up to our benchmarking service, it's easy. As an existing Membership Engagement Services client, we already have your sample data - all you need to do is contact your project manager and we will proceed with the survey, providing you with a full report upon completion. Our fee for the service is £1750 plus VAT - this can be added to your database annual service fee or be paid separately.

Why not call your project manager or another member of our team to find out more?

We look forward to hearing from you.

Regards,



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