



**MEMBERSHIP
ENGAGEMENT
SERVICES**

MEMBERSHIP PROFILING REPORT

WRIGHTINGTON, WIGAN AND LEIGH NHS FOUNDATION TRUST

An analysis of your membership by:

- / Constituency**
- / ACORN**
- / HealthACORN**
- / Social Grade**
- / Ethnicity**
- / Age**
- / Gender**

ABOUT THIS REPORT

What is this report for?

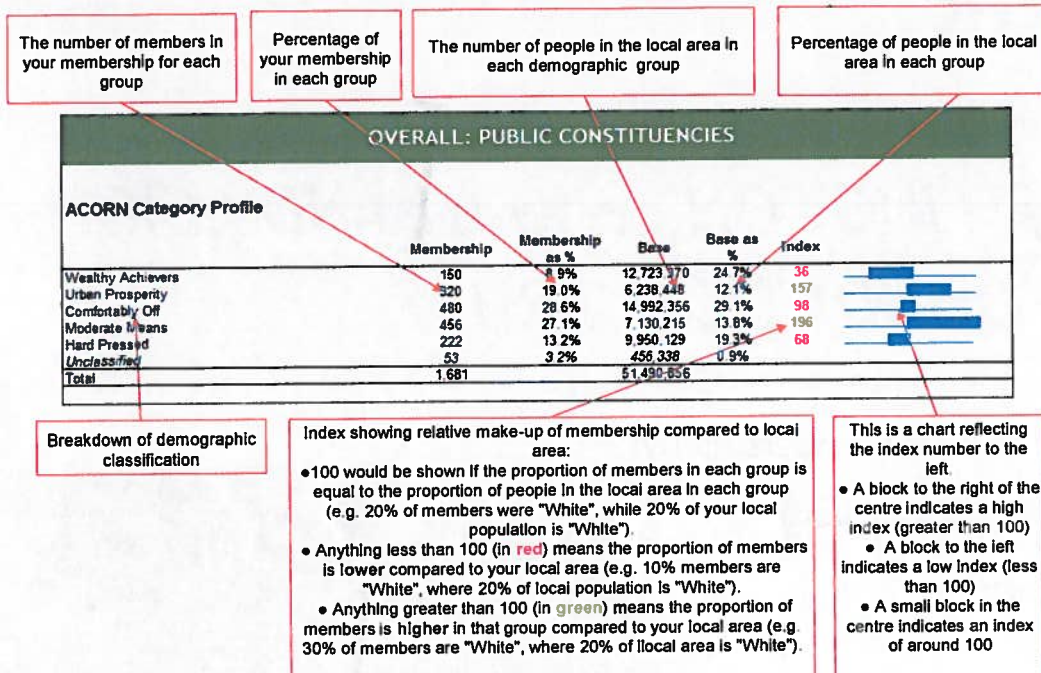
This report is designed to give you an analysis of your membership compared to your local population. This local population information is based on your catchment areas.

What is in this report?

Your membership is analysed by different demographic variables, as well as geographical spread.

Each section gives you a table of information as well as graphical outputs for each classification (if requested).

Explaining the table



What to do with the information

The information provided in this report is designed to show you exactly how your membership is composed, and how similar/different it is compared to the population in your catchment areas. You can use this information to better understand your membership:

(a) Targeting recruitment

Use the information provided to target any future recruitment. Target those areas that are under-represented (have an index figure under 100) to make your membership more representative of the population it serves.

(b) Targeting engagement

Use the information in this report to find out what numbers of members you have in which groups. You can use this information to plan events that are better suited to your members. Targeted events yield higher turnouts than general ones, and can stimulate engagement with your organisation.

(c) Reporting

At the end of this report you will find the D2 annex of the Monitor Compliance Framework filled in with your membership information. You can also use the information in this report to help produce other internal and external reports.

TOP LINE SUMMARY

The geographical spread of members within the Trust's area is good, with Wigan being slightly over represented.

For the most part the Trust's membership shows good representation of socio-economic groups across the board

The ACORN group Urban Prosperity has a low index, though other ACORN groups are well represented
The Health ACORN profile of the membership closely reflects that of the population
The NRS Social Grades of the members very accurately reflects the local populace

In terms of ethnicity there are a few gaps from minority groups, but from the very high index of others, e.g. Black African, we can see that very small numbers can make a big difference to these figures.

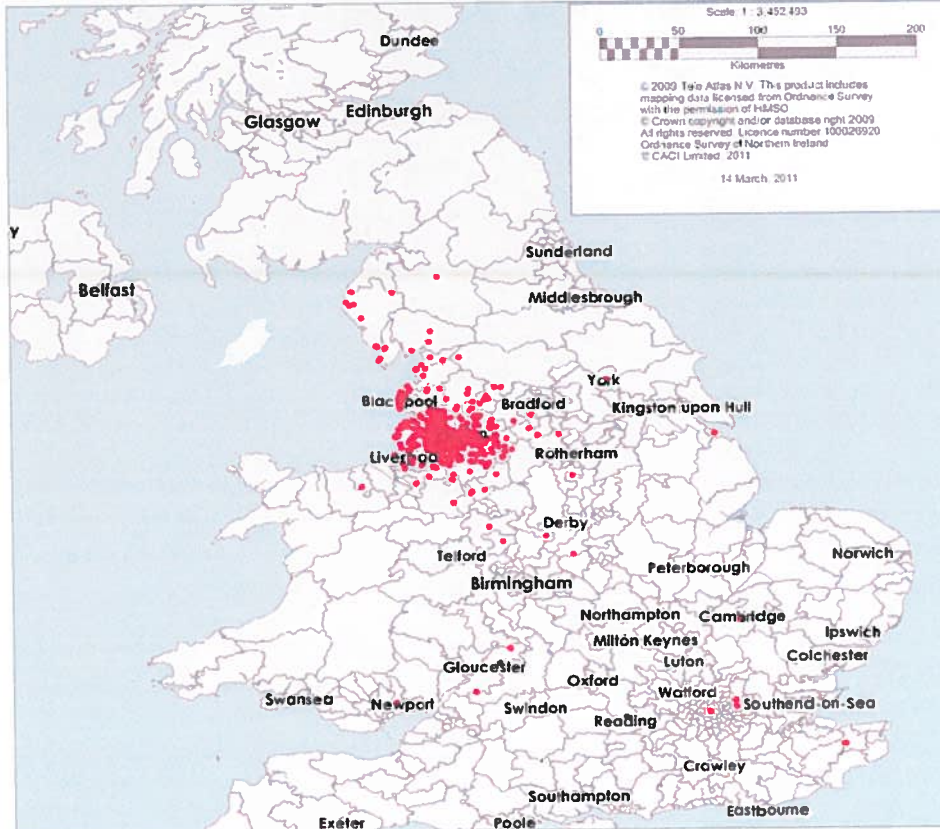
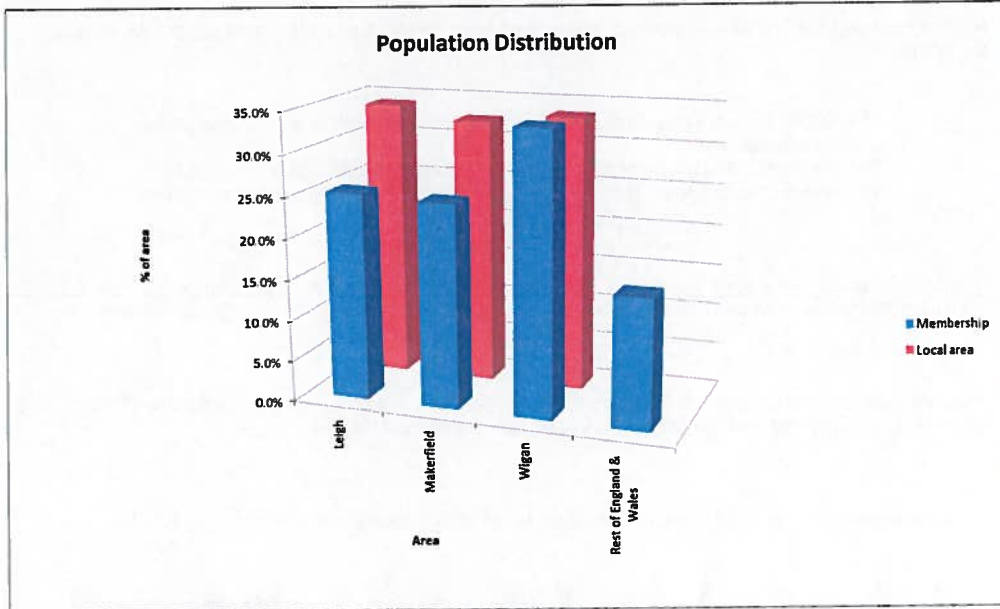
Although for the most part the Trust's membership is older there is a good index figure for the 17-21 age group, showing that young adults are engaged with the work of the Trust.

Females are over-represented in the membership as the local population is almost exactly 50/50.

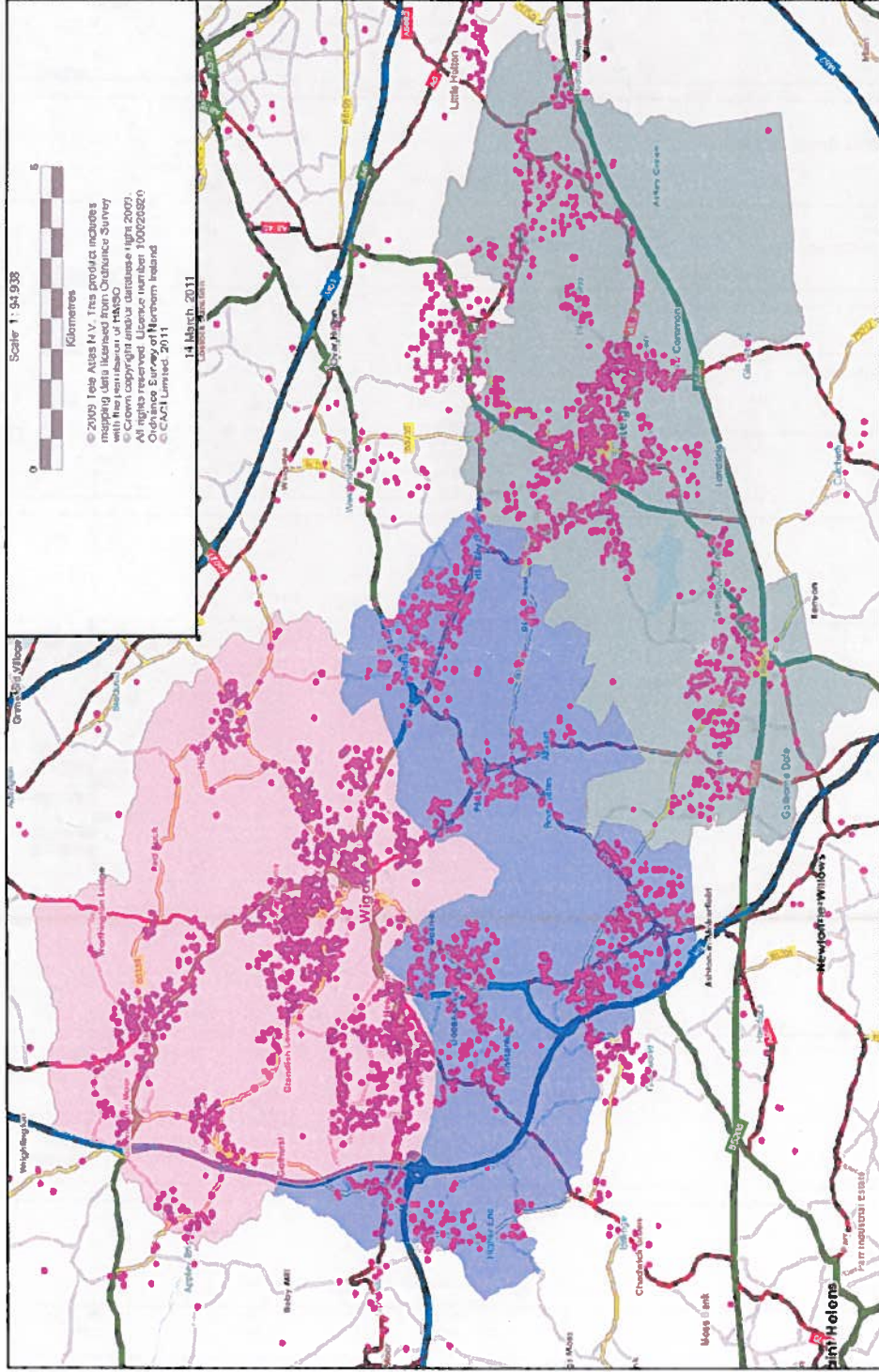
OVERALL AREA

Population

	Membership	Membership as %	Base	Base as %	Index	
Leigh	1,610	25.3%	100,134	34.0%	74	■
Makerfield	1,583	24.8%	95,767	32.5%	76	■
Wigan	2,174	34.1%	98,620	33.5%	101	■
<i>Rest of England & Wales</i>	1,004	15.8%				
Total	6,371		294,521			



YOUR MEMBERS



OVERALL: PUBLIC CONSTITUENCIES

ACORN Category Profile

	Membership	Membership as %	Base	Base as %	Index	
Wealthy Achievers	969	15.2%	50,079	17.0%	89	
Urban Prosperity	50	0.8%	4,822	1.6%	50	
Comfortably Off	2,511	39.4%	107,883	36.6%	107	
Moderate Means	1,212	19.0%	61,216	20.8%	91	
Hard Pressed	1,581	24.5%	69,122	23.5%	104	
Unclassified	68	1.1%	1,599	0.5%	196	
Total	6,371		294,521			

HealthACORN Group Profile

	Membership	Membership as %	Base	Base as %	Index	
Existing Problems	1,828	28.7%	77,565	26.3%	108	
Future Problems	623	9.8%	32,041	10.9%	89	
Possible Future Concerns	1,791	28.1%	85,246	28.9%	97	
Healthy	2,073	32.5%	99,042	33.6%	96	
Unclassified	58	0.9%	627	0.2%	427	
Total	6,371		294,521			

NRS classification*

	Membership	Membership as %	Base	Base as %	Index	
ABC1	3,118	48.9%	85,150	45.6%	107	
C2	1,327	20.8%	42,410	22.7%	81	
D	1,493	23.4%	47,458	25.4%	92	
E	433	6.8%	11,622	6.2%	109	
Total	6,371		186,640			

Ethnicity*

	Membership	Membership as %	Base	Base as %	Index	
White	6,002	94.2%	280,529	97.6%	86	
	Irish	0	1,621	0.6%	0	
	Other White	31	1,478	0.5%	94	
Mixed	6	0.1%	378	0.1%	71	
	White and Black Caribbean	1	180	0.1%	25	
	White and Black African	5	365	0.1%	61	
	White and Asian	5	282	0.1%	79	
	Other Mixed	31	649	0.2%	215	
Asian or Asian British	13	0.2%	387	0.1%	151	
	Indian	1	64	0.0%	70	
	Pakistani	17	168	0.1%	456	
	Bangladeshi	1	187	0.1%	24	
	Other Asian	26	293	0.1%	400	
Black or Black British	7	0.1%	54	0.0%	584	
	Caribbean	9	443	0.2%	91	
	African	3	222	0.1%	60	
	Other Black	213				
Chinese or other	771	12.1%				
	Chinese					
	Other ethnic group					
	Not stated					
Total	6,371		287,300			

Age

	Membership	Membership as %	Base	Base as %	Index	
0-16	4	0.1%	59,153	20.1%	0	
17-21	569	8.9%	18,726	6.4%	140	
22-29	349	5.5%	29,280	9.9%	55	
30-39	453	7.1%	37,880	12.9%	55	
40-49	703	11.0%	45,344	15.4%	71	
50-59	861	13.5%	35,997	12.2%	110	
60-74	1,821	28.6%	48,280	16.4%	174	
75+	840	13.2%	19,880	6.7%	195	
Not stated	771	12.1%				
Total	6,371		294,521			

Gender

	Membership	Membership as %	Base	Base as %	Index	
Male	2,549	40.0%	145,720	49.5%	80	
Female	3,809	59.8%	148,801	50.5%	118	
Not stated	13	0.2%				
Total	6,371		294,521			

*Source: 2001 Census, Office of National Statistics
 All others: Source: 2008 Population projections, CACI Ltd
 †Data available for 16-64 year olds only

Appendix D2 - Membership report

Membership size and movements		
Public constituency	Last year (2009/2010)	Next year (estimated) (2010/2011)
At year start (April 1)		
New members		
Members leaving		
At year end (March 31)		
Staff constituency	Last year (2009/2010)	Next year (estimated) (2010/2011)
At year start (April 1)		
New members		
Members leaving		
At year end (March 31)		
Patient constituency	Last year (2009/2010)	Next year (estimated) (2010/2011)
At year start (April 1)		
New members		
Members leaving		
At year end (March 31)		

Analysis of current membership		
Public constituency	Number of members	Eligible membership
Age (years):		
0-16	4	59,153
17-21	569	18,726
22+	5,027	216,641
Ethnicity:		
White	6,033	283,628
Mixed	17	1,205
Asian or Asian British	62	1,268
Black or Black British	34	534
Other	12	665
Socio-economic groupings*:		
ABC1	3,118	85,150
C2	1,327	42,410
D	1,493	47,458
E	433	11,622
Gender analysis		
Male	2,549	145,720
Female	3,809	148,801
Patient constituency	Number of members	Eligible membership
Age (years):		
0-16		
17-21		
22+		

* Socio-economic data should be completed using profiling techniques (eg. postcode) or other recognised methods. To the extent socio-economic data is not already collected from members, it is not anticipated that NHS foundation trusts will make a direct approach to members to collect this information.

Includes 771 members with no date of birth, 13 with no stated gender, and 213 with no stated ethnicity

14/03/2011

