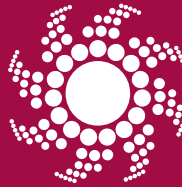




**ELECTORAL
REFORM
SERVICES**



**Membership
Engagement
Services**

For Membership
Participation and
Electoral Management



What our clients say

The ERS service was faultless. Our adviser guided us through every stage of the process. Our decision to use MES has been proven right as well. Their help has been invaluable in meeting Monitor's requirements.

University Hospitals of Morecambe Bay NHS Trust

The staff were both friendly and approachable and were a valuable extension to our team during this critical stage.

East and North Hertfordshire NHS Trust

Your service was exceptional. We have used ERS twice already and would consider you again on cost as well as efficiency grounds.

Dorset County Hospital NHS Foundation Trust

We are extremely impressed with the high quality, efficiency and approachability of their staff. MES also offer an extremely high quality of service at a very reasonable cost.

Royal Orthopaedic Hospital NHS Foundation Trust

The election process was very smooth. I would give ERS 5 out of 5 – and that's not like me!

Central and North West London NHS Foundation Trust

We have found MES to be easily contactable for help and advice with a quick response time in answering queries.

Hampshire Partnership NHS Foundation Trust

Super team, very supportive with clear guidance.

Barnsley Hospital NHS Foundation Trust

The campaign was effective with over 1,000 members recruited in little over a week... linked to our database allowed for prompt reporting and analysis.

Princess Alexandra Hospital NHS Trust

Achieving and maintaining Foundation Trust status can bring major benefits but can be time-consuming and a drain on resources. Electoral Reform Services (ERS) and Membership Engagement Services (MES) can help at all stages of your journey, with services available as part of a larger, long-term package or individually on a more ad hoc basis.

Starting the Process

Support with Application

Electoral Reform Services (ERS) and its subsidiary company, Membership Engagement Services (MES) have gained unrivalled experience within the FT sector through having worked with over 90% of authorised Trusts. We offer our clients knowledgeable and trusted advice as well as practical assistance on a wide range of aspects of the application process.

For Trusts at the initial stages of the process ERS can offer guidance and assistance to help meet Monitor's requirements for membership, constituencies, governor representation and voting systems. Meanwhile MES can support a Trust's Public Consultation activities by communicating with the local community and stakeholders, analysing responses, providing reports for use in the final submission to Monitor and delivering engagement activities.

Membership Recruitment

Building and maintaining a diverse and representative membership, as well as securing the numbers required by Monitor, is a challenge faced by all Trusts – aspirant and authorised alike. MES can help with all aspects of your membership needs, be it a stand alone campaign or a longer programme for growth.

Trusts beginning the application process can work with MES to create a personalised action plan for developing a membership which is engaged and representative of the local population.

At the later stages of the process, MES can provide one-off programmes to help even established Trusts identify problem areas in their membership and target hard to reach groups.

Database

Secure handling and management of data is vital to effective membership engagement. MES has created a secure, flexible and low cost on-line database management system, that provides election-ready data at any given point. Having data in an easily manipulated format means analysis is straightforward. Reports can also be generated to devise membership engagement strategies.

Reporting to Monitor is part of the Foundation Trust journey. MES helps a Trust gain a clear picture of its membership and offers the tools to generate the required reports on a membership's size, demographics, movements and more.

During the Elections

Electoral Experience

For Foundation Trust applicants the board of governors election is a key focal point of the procedure and a crucial part of the application. How the election is conducted is vital. Your Trust will be judged by its members, the public and media's reports on the success of these elections. You need to have confidence that the supplier you choose has the experience and ability to deliver at this critical time.

ERS is the UK's leading independent supplier of ballot and election services, and works with a vast array of organisations from charities to Trade Unions. ERS offers the benefits of over 100 years experience of best practice in election and ballot administration and has built up a reputation for integrity, expertise and impartiality. Our wide-ranging experience means that you can guarantee secure and democratic elections carried out in full compliance to the NHS Foundation Trust Model Rules for elections.

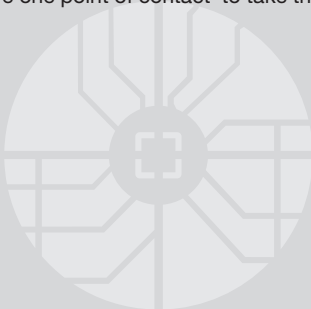
Total Project Management

ERS offer a full project management programme covering all aspects of the electoral process. The Trust will have one point of contact to take them

through the entire process as well as the back up of our team of FT experts. Our full time customer services team are also on hand to ensure that your membership have access to guidance and assistance at all times.

The printing and mailing facilities at ERS, as well as the design and proofreading department and mailing data team, mean that we are in the unique position to be able to handle the election project completely in house. This allows us to have complete control over all aspects of the process, including:

- creation of artwork for both the nomination and ballot stages;
- specialist proofreading;
- printing and mailing of all election material, including nomination forms, voting papers, and candidate statement booklets;
- processing of membership data for mailings;
- provision of statutory notices and reports throughout the process, from the Notice of Election at the start of the process, through to the Statement of Nominated Candidates and the final certified voting report; and
- independent advice and support for all Trust members, including candidates standing for election.



Now You're authorised

After the Election

Extensive experience of working with FT's has allowed the ERS Group to develop a number of new services tailored specifically for Foundation Trusts. Such services are beneficial to aspirant and authorised Trusts alike and can be acquired as part of a larger support package or on a more ad hoc basis.

Governor Training

As well as helping Trusts attract interested candidates at the nomination stage, MES can also help with governor awareness sessions throughout the nomination stage and also with more specific governor training once the elections are over. The purpose of these sessions are not only to ensure informed candidates stand for election but also that your governors are trained and ready to start as soon as the term of office begins.

Research and Membership Engagement Benchmarking

Membership engagement is a challenge for all Trusts and a major concern of the Regulator. Trusts need to identify and correct potential problems early.

The Research division of Electoral Reform Services specialises in this sort of work. Our FT Membership Engagement Survey measures members' attitudes to their Trust. The results are benchmarked, so you can instantly see how your Trust compares with its peers. Our Research division is also on-hand to conduct surveys and focus groups whenever you need to learn more about a particular group of stakeholders.

Maximising Participation and Voter Turnout

Participation, whether in governor elections or more generally with the Trust, is a key indicator of success. Developing and maintaining an engaged membership is a primary concern for both new and established trusts. ERS and MES are on hand to help your Trust to increase its turnout and afterwards to develop more long-term strategies to ensure your membership remains engaged and active.

Voter Profiling

Working in partnership, ERS and MES are uniquely able to provide a full breakdown and analysis service either during or after your elections. Reports will highlight which groups are participating and identify at an early stage any areas where apathy may be creeping in (voter anonymity is guaranteed at all times). Voter analysis allows Trusts to develop strategies for the future, aiming for more targeted communication, increased participation and higher voter turnout.

Membership Profiling

Socio-profiling is now an annual requirement for a Trust. Monitor look at the quality and representative nature of a membership above its size, and as such, Trusts need to know how their memberships compare with the local population. MES can carry out a full analysis for a Trust, providing a formal report for use in its Annual Plan to Monitor. Should a Trust use MES's database system this feature is already built in as part of the service.

Trusts which have used the services of ERS and MES:

- 2gether NHS Foundation Trust
- 5 Boroughs Partnership NHS Trust
- Alder Hey Children's NHS Foundation Trust
- Aintree University Hospitals NHS Foundation Trust
- Airedale NHS Trust
- Barnsley Hospital NHS Foundation Trust
- Basingstoke and North Hampshire NHS Foundation Trust
- Bedfordshire and Luton Mental Health and Social Care NHS Trust
- Berkshire Healthcare NHS Foundation Trust
- Birmingham and Solihull Mental Health NHS Trust
- Birmingham Children's Hospital NHS Foundation Trust
- Birmingham Women's Healthcare NHS Trust
- Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust
- Bradford Teaching Hospitals NHS Foundation Trust
- Buckinghamshire Hospitals NHS Trust
- Burton Hospitals NHS Trust
- Calderdale and Huddersfield NHS Foundation Trust
- Calderstones NHS Trust
- Cambridge University Hospitals NHS Foundation Trust
- Cambridgeshire and Peterborough NHS Foundation Trust
- Central Manchester University Hospitals NHS Foundation Trust
- Central and North West London NHS Foundation Trust
- Chelsea and Westminster Hospital NHS Foundation Trust
- Cheshire and Wirral Partnership NHS Foundation Trust
- Chesterfield Royal Hospital NHS Foundation Trust
- Christie NHS Foundation Trust
- Clatterbridge Centre for Oncology NHS Foundation Trust
- Countess of Chester Hospital NHS Foundation Trust
- Coventry and Warwickshire Partnership NHS Trust
- County Durham and Darlington NHS Foundation Trust
- Cumbria Partnership NHS Foundation Trust
- Dartford and Gravesham NHS Trust
- Derby Hospitals NHS Foundation Trust
- Derbyshire Mental Health Services NHS Trust
- Devon Partnership NHS Trust
- Doncaster and Bassetlaw Hospitals NHS Foundation Trust
- Dorset County Hospital NHS Foundation Trust
- Dorset Healthcare NHS Foundation Trust
- Dudley Group of Hospitals NHS Foundation Trust
- Ealing Hospital NHS Trust
- East and North Hertfordshire NHS Trust
- East Kent Hospitals University NHS Foundation Trust
- East Lancashire Hospitals NHS trust
- East London NHS Foundation Trust
- Frimley Park Hospital NHS Foundation Trust
- Gateshead Healthcare NHS Foundation Trust
- George Eliot Hospital NHS Trust
- Gloucestershire Hospitals NHS Foundation Trust
- Great Western Hospitals NHS Foundation Trust
- Greater Manchester West Mental Health NHS Foundation Trust

- Guy's and St Thomas' NHS Foundation Trust
- Hampshire Partnership NHS Foundation Trust
- Harrogate and District NHS Foundation Trust
- Heart of England NHS Foundation Trust
- Heatherwood and Wexham Park Hospitals NHS Foundation Trust
- Hertfordshire Partnership NHS Foundation Trust
- Homerton University Hospital NHS Foundation Trust
- Imperial College Healthcare NHS Trust
- James Paget University Hospitals NHS Foundation Trust
- Kent and Medway NHS and Social Care Partnership Trust
- King's College Hospital NHS Foundation Trust
- Lancashire Care NHS Foundation Trust
- Leicestershire Partnership NHS Trust
- Lincolnshire Partnership NHS Foundation Trust
- Liverpool Women's NHS Foundation Trust
- Luton and Dunstable Hospital NHS Foundation Trust
- Manchester Mental Health and Social Care Trust
- Mayday Healthcare NHS Trust
- Medway NHS Foundation Trust
- Mid Cheshire Hospitals NHS Foundation Trust
- Mid Essex Hospital Services NHS Trust
- Milton Keynes Hospital NHS Foundation Trust
- Moorfields Eye Hospital NHS Foundation Trust
- Newcastle Upon Tyne Hospitals NHS Foundation Trust
- Norfolk and Norwich University Hospitals NHS Foundation Trust
- Norfolk and Waveney Mental Health NHS Foundation Trust
- North East London NHS Foundation Trust
- North Essex Partnership NHS Foundation Trust
- North Tees and Hartlepool NHS Foundation Trust
- North West Ambulance Service NHS Trust
- Northamptonshire Healthcare NHS Trust
- Northern Lincolnshire and Goole Hospitals NHS Foundation Trust
- Northumbria Healthcare NHS Foundation Trust
- Nottingham University Hospitals NHS Trust
- Nuffield Orthopaedic Centre NHS Trust
- Oxfordshire and Buckinghamshire Mental Health NHS Foundation Trust
- Oxleas NHS Foundation Trust
- Papworth Hospital NHS Foundation Trust
- Peterborough and Stamford Hospitals NHS Foundation Trust
- Plymouth Hospitals NHS Trust
- Portsmouth Hospitals NHS Trust
- Princess Alexandra Hospital NHS Trust
- Queen Elizabeth Hospital King's Lynn NHS Trust
- Queen Victoria Hospital NHS Foundation Trust
- Rotherham NHS Foundation Trust
- Rotherham, Doncaster and South Humber Mental Health NHS Foundation Trust
- Royal Berkshire NHS Foundation Trust
- Royal Bolton Hospitals NHS Foundation Trust
- Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust
- Royal Brompton and Harefield NHS Trust

- Royal Devon and Exeter NHS Foundation Trust
- Royal Free Hampstead NHS Trust
- Royal Liverpool and Broadgreen Universities NHS Trust
- Royal Marsden NHS Foundation Trust
- Royal National Hospital for Rheumatic Diseases NHS Foundation Trust
- Royal Orthopaedic Hospital NHS Foundation Trust
- Salford Royal NHS Foundation Trust
- Salisbury NHS Foundation Trust
- Sandwell West Birmingham Hospitals NHS Trust
- Sandwell Mental Health and Social Care NHS Foundation Trust
- Sheffield Children's NHS Foundation Trust
- Sheffield Health and Social Care NHS Foundation Trust
- Sherwood Forest Hospitals NHS Foundation Trust
- Somerset Partnership NHS Foundation Trust
- South Devon Healthcare NHS Foundation Trust
- South Essex Partnership University NHS Foundation Trust
- South London and Maudsley NHS Trust
- South Staffordshire and Shropshire Healthcare NHS Foundation Trust
- South Tees Hospitals NHS Trust
- South Warwickshire General Hospitals NHS Trust
- South West London and St Georges Mental NHS Trust
- South West Yorkshire Mental Health NHS Trust
- Southampton University Hospitals NHS Trust
- Southend University Hospital NHS Foundation Trust
- Southport and Ormskirk Hospitals NHS Trust
- St Helens and Knowsley Hospitals NHS Trust
- Stockport NHS Foundation Trust
- Surrey and Borders Partnership NHS Foundation Trust
- Sussex Partnership NHS Foundation Trust
- Tameside Hospital NHS Foundation Trust
- Taunton and Somerset NHS Foundation Trust
- Tavistock and Portman NHS Foundation Trust
- Tees, Esk and Wear Valleys NHS Foundation Trust
- United Lincolnshire Hospitals NHS Trust
- University College London Hospitals NHS Foundation Trust
- University Hospital Birmingham NHS Foundation Trust
- University Hospital of South Manchester NHS Foundation Trust
- University Hospitals Bristol NHS Foundation Trust
- University Hospitals Coventry & Warwickshire NHS Trust
- University Hospitals of Leicester NHS Trust
- University Hospitals of Morecambe Bay NHS Trust
- Walton Centre For Neurology and Neurosurgery NHS Trust
- Warrington and Halton Hospitals NHS Foundation Trust
- West Suffolk Hospital NHS Trust
- Whittington Hospital NHS Trust
- Wirral University Teaching Hospital NHS Foundation Trust
- Wrightington, Wigan and Leigh NHS Foundation Trust
- Yeovil District Hospital NHS Foundation Trust
- York Hospitals NHS Foundation Trust

For more details please contact the Foundation
Trust team at either Electoral Reform Services
or Membership Engagement Services



**ELECTORAL
REFORM
SERVICES**

Electoral Reform Services
The Election Centre
33 Clarendon Road
London
N8 0NW

Phone: 020 8365 8909
Fax: 020 8365 8587

Email: enquiries@electoralreform.co.uk
Web: www.electoralreform.co.uk



**Membership
Engagement
Services**

Membership Engagement Services
48 Charlotte Street
London
W1T 2NS

Phone: 020 3008 5305
Fax: 020 3008 6131

Email: enquiries@membra.co.uk
Web: www.membra.co.uk

**For Membership Participation and
Electoral Management**