

HOW ARE WE DOING? MEMBER SURVEY REPORT 2016 - 2017

The survey

In August 2016 we carried out our third annual membership survey. We received 288 individual responses to our online survey, from 155 member trusts (over two thirds of members) providing acute, ambulance, community and mental health services. In addition, Ipsos MORI carried out in-depth telephone interviews with 16 member chairs and chief executives to provide us with further insight into what we are doing well, where we can improve, and how this has changed over the past year.

Key findings

93% of respondents were very or fairly satisfied with the work of NHS Providers; with almost half indicating they are very satisfied.

96% felt it was very or fairly important for their organisation to be a member of NHS Providers. Overall 94% felt it was very or fairly important for them individually, rising to 98% for chief executives and 100% for chairs.

94% would speak positively about NHS Providers; less than 1% indicated they would speak negatively, with the remainder unsure.

vocal and representative

Members interviewed by Ipsos MORI reported that they saw many benefits to membership, highly valuing the analysis and communication we provide as well as the influencing we achieve on their behalf.

What NHS Providers does well

TRUSTED

Both the online survey and the interviews highlighted that members have a high level of trust in our work. Ipsos MORI noted that this was higher than in surveys they have carried out with similar membership organisations in other sectors.



“ *There are times when the only joined up thinking within the NHS is coming from NHS Providers.* ”

EFFECTIVE VOICE AND REPRESENTATION

Members felt our representation to the central bodies was striking a good balance and achieving things that providers couldn't do on their own.



“ *NHS Providers is a proactive organisation that leads from the front, represents the views of what providers think yet consults when appropriate.* ”



KNOWLEDGEABLE

Members felt we were 'ahead of the game' in understanding the issues facing the sector and that our areas of focus were appropriate and credible.

“ *They are very well informed of emerging trends and spread their knowledge well so providers can benefit.* ”



BRIEFINGS

Briefings remain one of our most valued services, with 87% of respondents using them.

“ *Briefings are excellent – brief and timely and comprehensive.* ”

EVENTS

Members continue to value our events, in particular the access they offer to senior leaders in the NHS and the networking opportunities with other delegates.



“ *To present such compelling evidence to an audience of that size is dynamite.* ”

COMMUNICATIONS

Members were very satisfied with the quality and frequency of our communications. Ipsos MORI noted that members they spoke to were more actively engaged with our regular communications than the communications they received from other organisations.



“ *Your daily media coverage updates, weekly round-ups and on-the-day briefings are an important part of my work routine.* ”

Areas we can improve

	YOU SAID...	WE WILL...
1	<p>Use us rather than tell us</p> <p>Members felt we were very good at sharing our knowledge with them but were keen for us to better facilitate them sharing their knowledge and experience for others to benefit.</p>	<p>Continue to provide opportunities for shared learning at our networks, roundtables, conferences and events. Deliver an annual <i>Provider showcase</i> at conference. Enhance the case study section of our website and be more proactive in promoting good practice.</p>
2	<p>Balance local versus national</p> <p>With the focus now on place-based planning members asked us to consider developing more local understanding and support; while not diluting our voice at a national level.</p>	<p>Use our member visit programme to enhance our understanding of local issues and continue to link in with pre-existing regional networks.</p>
3	<p>Ensure the needs of all provider types are met</p> <p>While recognising the work we have done to support mental health providers, this survey highlighted the need for us to ensure our work effectively supports community and ambulance providers.</p>	<p>Invest in community and ambulance sector support and be more proactive in representing their views in the media and with national bodies.</p>
4	<p>Think about how we interact with primary and social care</p> <p>As members continue to work more closely with other providers and stakeholders in their local areas they asked us to consider how we reflect that in our work.</p>	<p>Support members around their work with new care models and STPs. Link in directly with primary care and commissioning organisations such as the National Association of Primary Care's provider network and NHS Clinical Commissioners network.</p>
5	<p>Better articulate all available services</p> <p>Some members felt they were not aware of all the services that we offer and we could do more to articulate the opportunities there are for getting involved.</p>	<p>Review and promote the member areas of our website so that members are aware of all that is on offer. Ensure that opportunities for members to get involved are promoted at our events and relevant networks.</p>
6	<p>Continue to be the voice of providers in the media</p> <p>There was a slight fall in the percentage of members agreeing that we 'stand up for and defend the reputation of providers' and that we have a strong media profile.</p>	<p>We recently orchestrated a number of high-profile media interventions to communicate a strong message to the government and its arms length bodies about the gap between what the NHS is being asked to deliver and the funding it receives: including national newspaper stories, comment pieces and broadcast interviews, an interview by Chris Hopson on the Marr Show and a front page story in the Observer. We will continually review our media strategy to ensure we strike the right balance.</p>

What happens next?

The full survey results have been discussed by our senior management team and our board and will form a key touchstone in thinking about how we develop our work.

We will continue to report on our in-year performance via our six-monthly performance reports, and will report specifically on the improvement areas from this survey prior to next years' annual member survey.

Our member survey will be repeated in autumn 2017 but we welcome your feedback at any time so please don't hesitate to contact a member of the team.

Chris Hopson, chief executive of NHS Providers, said:



We are proud to hear that members feel we are representing them well in these challenging times, and that they value and trust the work that we do. NHS Providers is committed to providing a high quality service and we will work hard over the next 12 months to ensure we continue to provide the support our members need and want.

Where can I find out more?

The full results of our quantitative and qualitative surveys will be available to members on our website.

NHS Providers is the membership organisation and trade association for the NHS acute, ambulance, community and mental health services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high quality, patient focused, care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has 95% of all NHS foundation trusts and aspirant trusts in membership, collectively accounting for £70 billion of annual expenditure and employing more than 964,000 staff.



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