



TOGETHER WE CARE



NHS Hull Membership Conference

Conference report

Introduction



- This presentation gives a report on the conference based on feedback received
- Feedback was gained in several ways
 - Measurement against objectives
 - Detailed feedback questionnaires
 - Spontaneous emails back from delegates
 - Verbally throughout the conference from a wide range of delegates and sponsors
 - Interactive questions in closing session
- Overall, we feel that feedback was gained from around 80% of the delegates in at least one of the above ways

Quad of Aims



Purpose – why are you undertaking this project?

- To share membership Best Practice between all delegates
- To educate delegates on the features and benefits of NHS Hull's Best Practice Membership Model
- To use attendees to “spread the word” and provide excellent post-conference assets and references on website
- To develop relationships with PPI/Membership personnel nationally
- To collect relevant data/research from other PPI/• Membership professionals/PCTs/other attendees
- To emphasise NHS Hull's leadership in driving patient and public involvement through their membership scheme
- To further publicise the Membership

Key customers

Project Sponsor - Lorraine Firth/Heather Kelly
Project Team – Lorraine Firth, Internal NHS employees TBC, Pink, T-Media, 2 x Admin Volunteers
Customers - Anyone involved in PPI throughout the UK, NHS Hull, Members of NHS Hull, and potentially all NHS users

Proposed end products – what kind of project are you planning?

- One day 180 person conference - plenary and break out sessions
- Interactive techniques used throughout the conference
- Creation of website with appropriate assets available for download
- Exhibition by sponsors

Key success factors – what would you like this project to achieve?

Positive 8 out of 10 feedback in post conference review
Delivery within budget
Attendance of 150 delegates from around the country
? hits on website within 3 months after the conference
Press coverage in local/national media
Response to follow up communication programme
Implementation to some degree of highlighted best practice by 80%? of attendees
Attraction of £13K in sponsorship
Involve 5 members in the organisation and day itself

Measurement against objectives



Positive 8 out of 10 feedback in post conference review	
Delivery within budget	
Attendance of 150 delegates from around the country	
200 hits on website within 3 months after the conference	
Press coverage in local/national media	
Response to follow up communication programme	
Implementation to some degree of highlighted best practice by 80%? of attendees	
Attraction of £13K in sponsorship	
Involve 5 members in the organisation and day itself	

Detailed feedback questionnaires



- Delegates were asked to rate various aspects of the conference 1 – 4
 - 1 = poor
 - 2 = average
 - 3 = good
 - 4 = excellent
- We would look for average ratings of above 3 i.e. Above good for all aspects
- Delegates were also asked to rate the overall conference out of 10
- We would look for an average above 8

Results from feedback questionnaires - sessions



Chris Long	4	3	4	3	4	4	4	4	3	2	4	4	4	4		3.64
Karan Mazingham	3	1	3	3	4	3	3	4	2	3	2	3	3	3		2.86
Heather Kelly	4	3	2	3	3	3	3	3	3	2	3	3	3	2		2.86
Lorraine Firth	4	3	2	3	3	4	3	3	3	4	3	3	3	2		3.07
Simon Hunter	4		2	3	3	3	4	4	2	2	3	3	3	3		3.00
Heidi Waters	3		3	3		3		4	4	3	4		4	3		3.40
Chris Phillips	3	4	2	3	2	3		2	1				3			2.56
Jayne Taylor	2			3						2	4	3	3			2.83
Julie Walsh			3		3					3		2	3			2.80
Carla Ramsay		3						3			2		4			3.00
Jill Copeland						3			3					3		3.00
Gail Jones	3	3	3	4	4		3	4	3	3	3	4	3	4		3.38
Were the sessions useful	4	4	2	3	3	4	4	4	4	3	3	4		4		3.54
	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y		Y	Y		12 Y

Results from feedback questionnaires – logistics



Level of attendees	3	4	3	4		4		3	4	3	4	3	3	3		3.42
Number of attendees	4	4	3	3		4		3	3	3	4	3	4	3		3.42
National spread of attendees	4	2	3	3		4		3	3	3	4	3	3	3		3.17
Hull as a venue	3	4	2	2	2	3	3	3	4	4	2	3	4	3		3.00
Accessibility	3	3	2	3	2	3	3	2	4	4	4	3	3	2		2.93
Choice of hotel	3	4	4	4	2	3	3	3	4	4	3	3	4	2		3.29
The main meeting room/layout	3	3	4	3	2	3	3	3	4	4	4	3	4	3		3.29
Breakout rooms/locations	3	3	4	3	3	2	3	3	3	3	4	2	4	3		3.07
Hotel catering	3	3	3	3	3	2	3	3	3	1	3	3	3	3		2.79
Advance communication	3	3	3	4	3	4	3	3	3	3	4	3	4	3		3.29
Organisation of event	4	3	3	3	3	4	3	3	3	3	4	4	4	3		3.36
Registration procedure	4	4	3	4	3	3	3	3	4	3	4	4	3	3		3.43
Registration packs	4	3	3	3	3	3	3	3	3	3	3	3	4	3		3.14
Meeting rating	9			8		10	9	8	7	7	8		9			8.33

What the delegates said (written)

I think you should be proud to have organised a successful conference that was slick and well presented

1 hour would have been better for the workshops.

Time keeping could have been better

The 'nuts and bolts' was the reason why I actually travelled to the conference. It was good to hear about it from the people who actually do it.

Chris was a very inspirational speaker and it was clear that having the board on board is integral to a successful membership scheme

We think this meeting should be repeated annually

What the delegates said (written)

Well organised and focussed event

Overall it was an excellent event, thank you!

There should have been more time for the workshops

Well organised and delivered conference. Good networking opportunities. Need to build for the future. May be a regional network of PCT's on membership and development

Enjoyed the conference, came back with a lot of information that I feel will help me in my role with the membership for our trust

Food was rather fatty!
Healthy eating should have been promoted.

What the delegates said (written)

Well worth the visit.
Many thanks, very much
enjoyed the event

Can you pass on my congratulations
with regard to yesterday's conference.
Both myself and my colleagues found
the day both informative and very
useful.

I found the
conference very
useful and
informative.

Tuesdays' event was marvellous and
I know we got so much out of the
day even if we did have to leave
slightly early

I found the conference very informative
and picked up a lot of information. The
team at Hull came over as very honest
about how they dealt with the various
issues along the way.

What the delegates said (verbal)



- “Sorry I have to leave early, but if you’re looking for feedback, put me down for an excellent!”
- “I feel so much better armed to go back and implement our membership scheme”
- “Chris Long was a real inspiration!”
- “The conference has answered a lot of my questions about membership but at the same time it’s opened my mind to a lot more!”
- “It was really good to hear about the practicalities of running a membership scheme.”

What the delegates said (verbal)



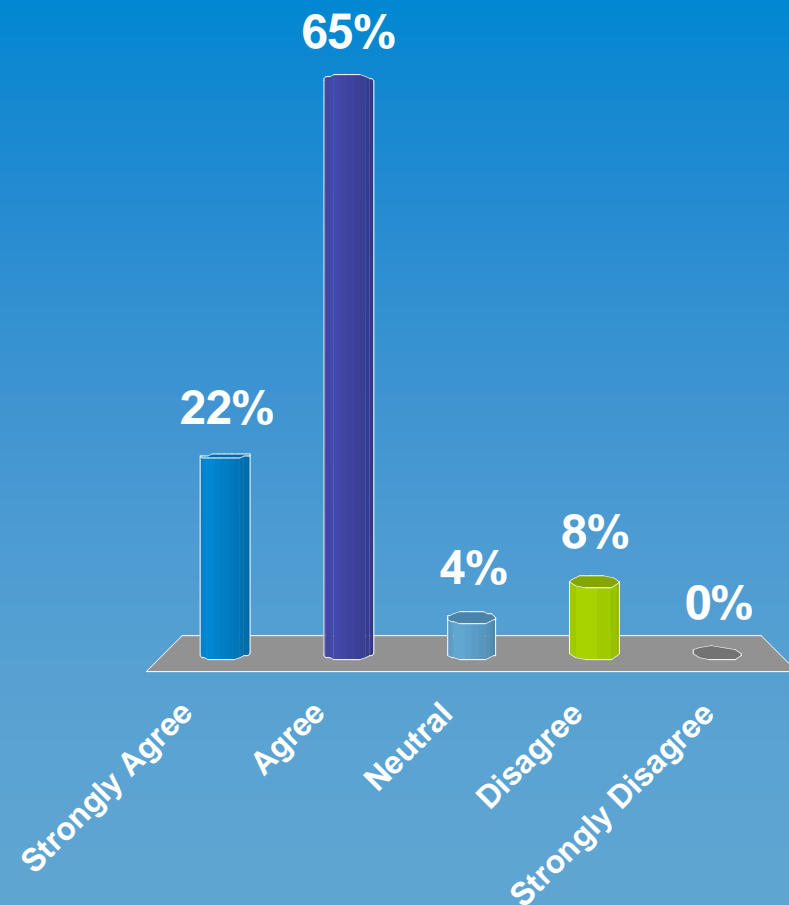
- “We wish there had been more time for questions”
- “I’m really pleased all the assets will be available on a website – now I can stop writing, my hand has nearly dropped off”
- “I really enjoyed the workshops but wanted more time for discussion”
- “It’s great to have so many PCTs represented”
- “We wish Chris Long had been able to stay for the whole day, would have loved to network with him”

Interactive questions in closing session

- Several questions were asked during the final session about how delegates rated the conference
- It has to be said that a fair proportion of the audience had already left
- It was, however, a good representative sample
- The overall response was very positive

Today's conference was well organised

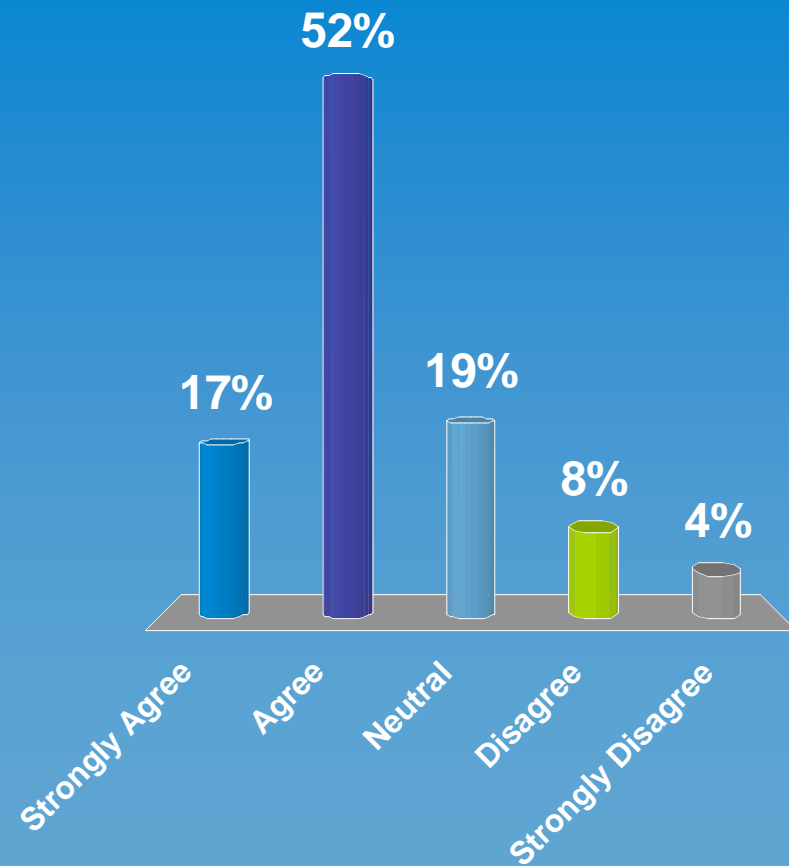
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Today has challenged my thinking around membership

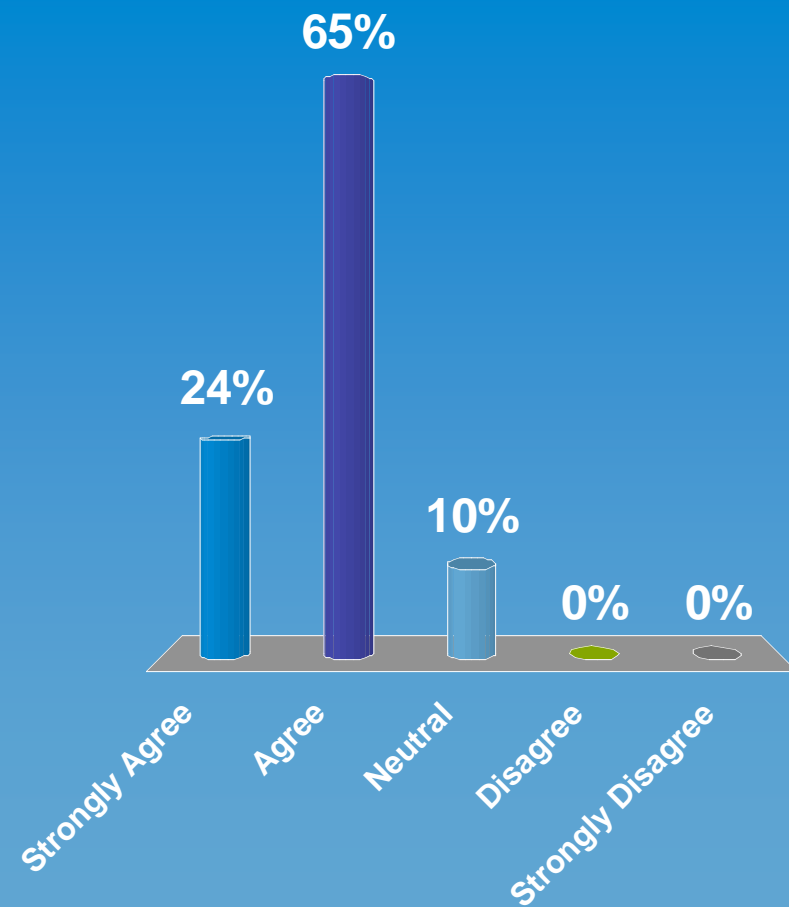


1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



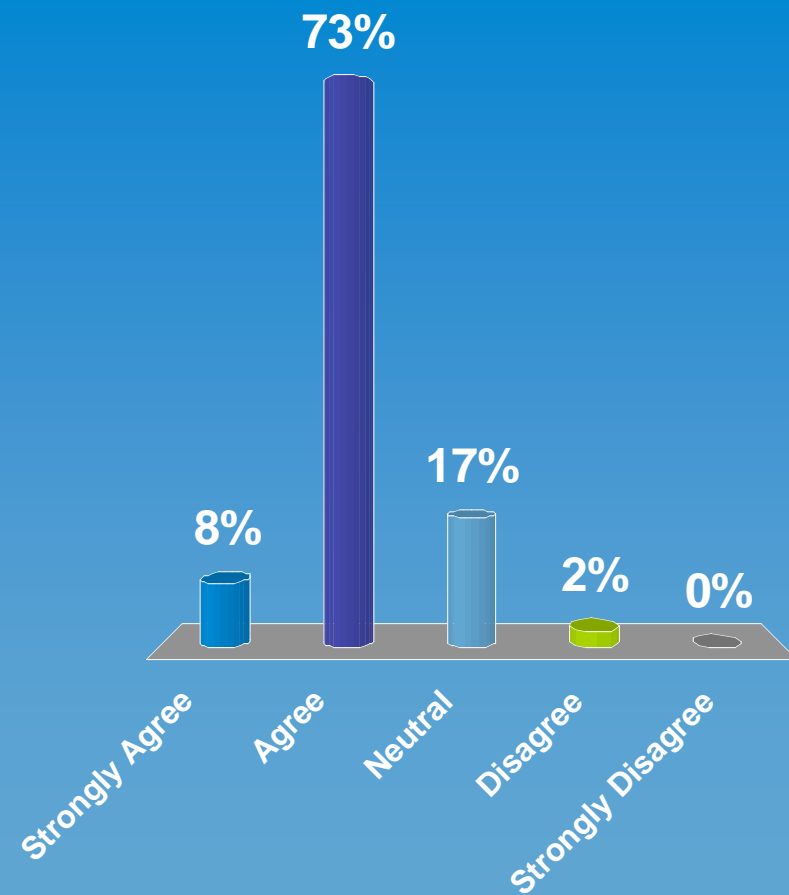
I found today useful

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



I found today enjoyable

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Summary

- Short term objectives were achieved
- Feedback was very good both for content and execution
- A few constructive points came through
 - Timing could have been better
 - Workshops should have been longer
 - The food was unhealthy – not good for the NHS!
- The vast majority of people saw the need for repeat meetings in various formats
- All sponsors were extremely happy



TOGETHER WE CARE



NHS Hull Membership Conference

9th June 2009

The Village Hotel, Hull