





Oxfordshire Branch Members Engagement Survey Report

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Survey Background and Context

RCN Oxfordshire Branch invited its members via email to complete a member engagement survey in September 2018 to help identify preferences members may hold for future engagement events.

The Branch team are very keen to have a wider contact reach to help meet the varied needs of its members, in a manageable and accessible way.

The survey questions invited comment from members on the possible type of event content, the ways of delivering the content and their preferred means of communication. The survey comprised seven short multiples choice questions to be completed on-line via Survey Monkey.

Summary overview of survey findings

Question1. Role profile of respondents

ANSWER CHOICES	RESPONSES	
Student	5.33%	4
Healthcare Assistant / Nurse Associate	4.00%	3
Newly Qualified (1 to 2 years NMC Registered)	4.00%	3
Qualified - not practising	1.33%	1
Clinically based, below ward manager	29.33%	22
Ward Manager	5.33%	4
Matron / Specialist Practitioner	18.67%	14
Other (please specify e.g bed manager)	Responses	32.00% 24
TOTAL		75

Additional Results:

29% of respondents identified themselves as in clinical role

9% were students or newly qualified

4% were nursing associates or healthcare assistants

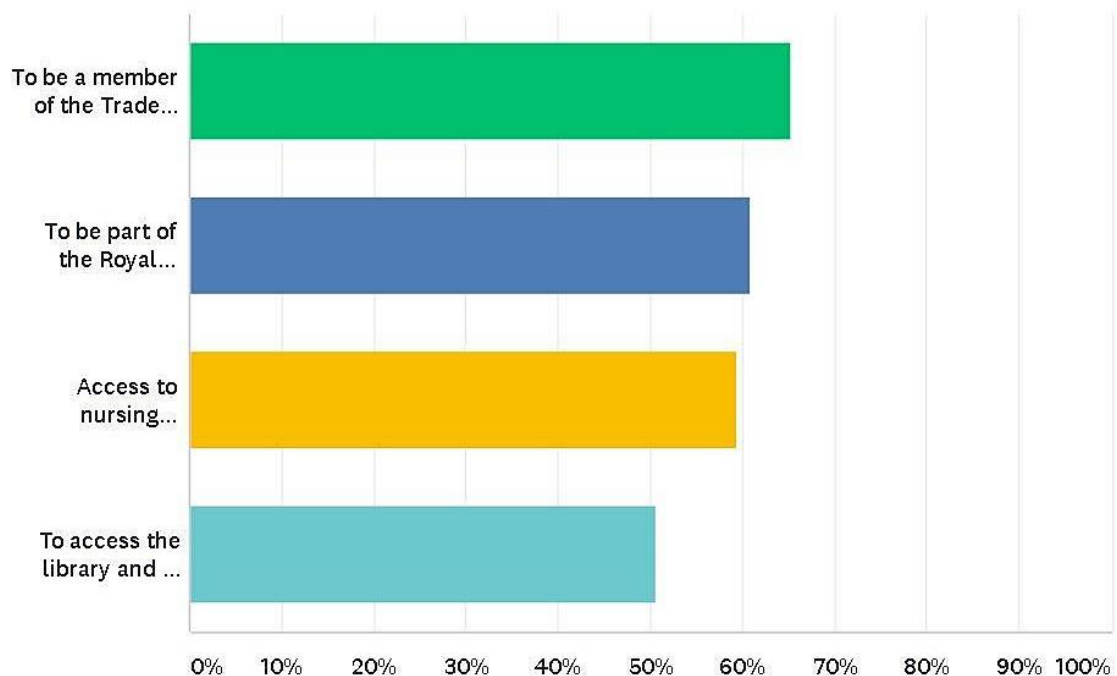
50% of respondents identified themselves as having career experience and more senior roles

Question2. Employer profile of respondents

Most respondents worked for the Oxford University Hospitals. The remaining respondents worked in the NHS (unspecified), care homes, private sector, self-employed, GP practices, Oxford Brookes, Oxford University, Hospice and NHS England.

Question 3. Why did you join the RCN?

Answered: 69 Skipped: 7



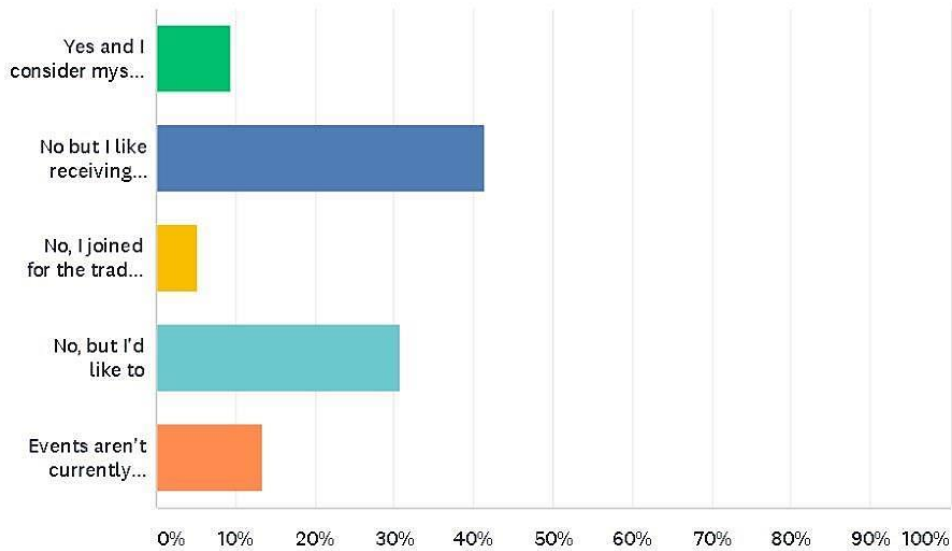
ANSWER CHOICES	RESPONSES	
To be a member of the Trade Union	65.22%	45
To be part of the Royal College's professional community	60.87%	42
Access to nursing knowledge & policy	59.42%	41
To access the library and RCN resources	50.72%	35
Total Respondents: 69		

Additional comments:

Many members shared indemnity to be a key motivator for joining. Being part of a professional community and accessing nursing knowledge was highlighted as being important to members. Some members expressed difficulty in accessing the professional knowledge support.

Question 4. In the last year have you attended an event hosted by the RCN?

Answered: 75 Skipped: 1



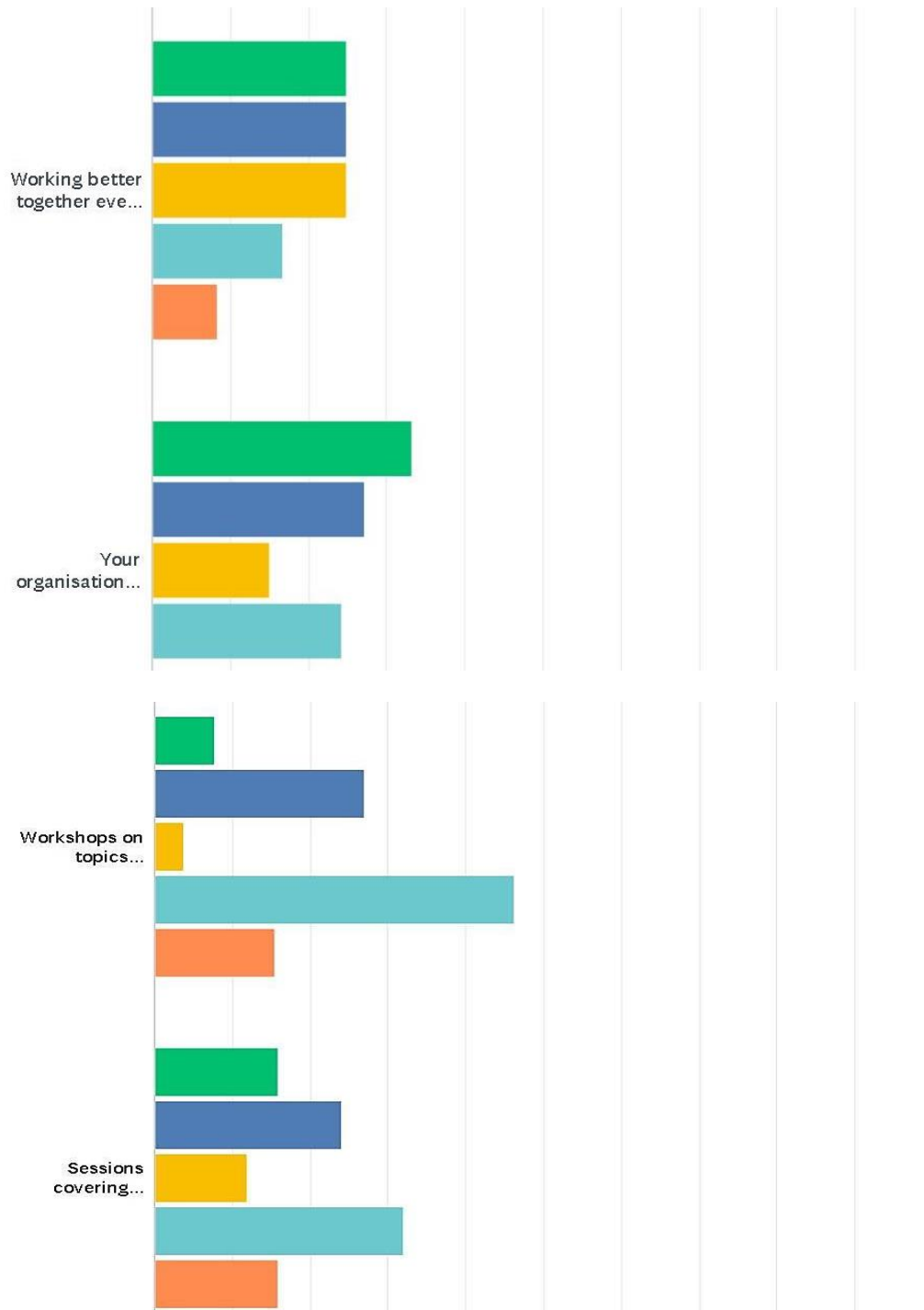
ANSWER CHOICES	RESPONSES	
Yes and I consider myself an active member	9.33%	7
No but I like receiving information	41.33%	31
No, I joined for the trade union only and don't intend to	5.33%	4
No, but I'd like to	30.67%	23
Events aren't currently accessible to me (please tell us why below)	13.33%	10
TOTAL		75

Additional comments:

- 5% of respondents expressed no desire to be active beyond union membership
- 41% see themselves as not active but appreciating the information that is shared
- 53% see themselves as active, wanting to be active or unable to attend events
- Member experiences of being involved in RCN activities varies
- Access and cost are issues for some members

Question 5. What kind of event would be of greatest interest to you?
Scale : 1 'love to see' to 5 'not interested'

Answered: 73 Skipped: 3



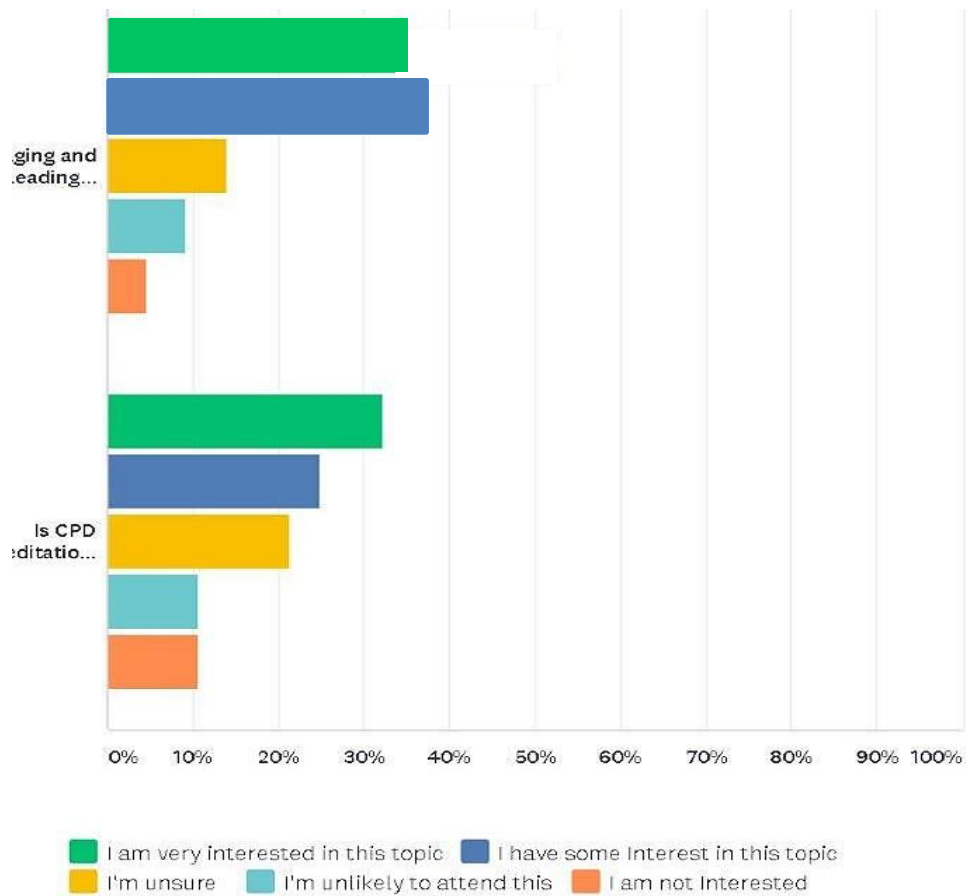


Table summary of results:

	I AM VERY INTERESTED IN THIS TOPIC	I HAVE SOME INTEREST IN THIS TOPIC	I'M UNSURE	I'M UNLIKELY TO ATTEND THIS	I AM NOT INTERESTED	TOTAL	WEIGHTED AVERAGE
Workshops on topics affecting me such as Revalidation	7.69% 2	26.92% 7	3.85% 1	46.15% 12	15.38% 4	26	3.35
Sessions covering nursing knowledge such as hydration awareness, tissue viability, safe staffing	16.00% 4	24.00% 6	12.00% 3	32.00% 8	16.00% 4	25	3.08
Working better together events such as health & well-being, mental health awareness, diversity & equality	25.00% 6	25.00% 6	25.00% 6	16.67% 4	8.33% 2	24	2.58

Your organisation & RCN topical updates on issues such as the pay deal, political issues such as nursing recruitment and what the RCN is doing to support it's members	33.33% 11	27.27% 9	15.15% 5	24.24% 8	0.00% 0	33	2.30
Managing and leading yourself and others, e.g coaching, mentoring, hard to have conversations, changing practice	34.88% 15	37.21% 16	13.95% 6	9.30% 4	4.65% 2	43	2.12
Is CPD accreditation for these events important for you?	32.14% 18	25.00% 14	21.43% 12	10.71% 6	10.71% 6	56	2.43

Additional comments:

Respondent had technical difficulties in answering this question so there may be missing information from the survey. The insights are drawn for the information that has been captured. Answers to “unsure” have been excluded from the analysis.

61% of respondents expressed limited interest in revalidation workshops

48% of respondents expressed limited interest in nursing knowledge events

50% of respondents are interested in events related to work king better together

61% of respondents are interested in union orientated events

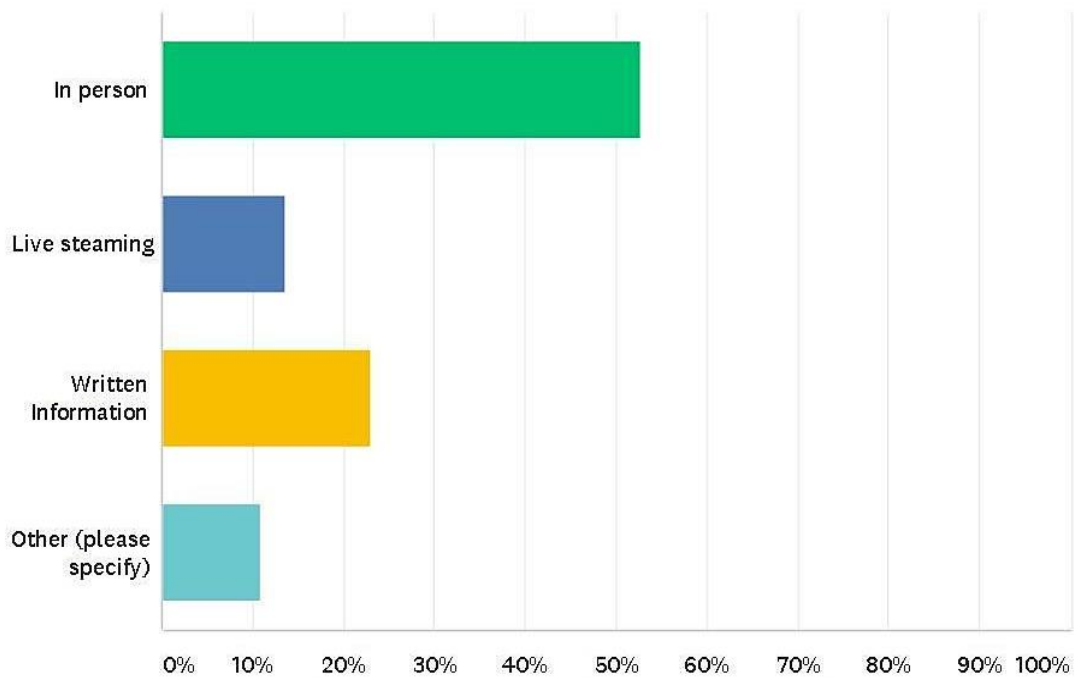
72% of respondents expressed an interest in management and leadership events

57% of respondents said CPD accreditation was important to them

Areas of interest that were referenced included clinical content, coaching and mentoring and ethics Affordability is an issue for members

Question 6. How would you like to access branch events?

Answered: 74 Skipped: 2

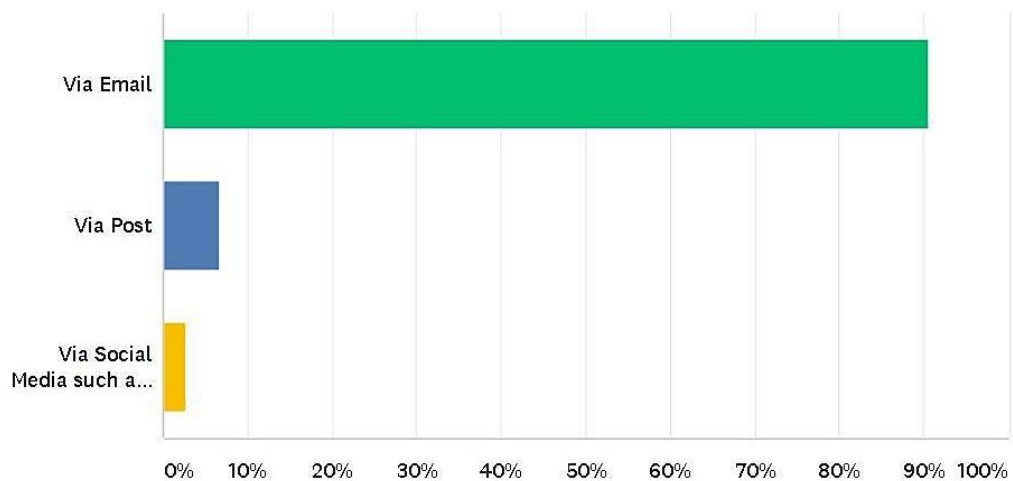


Additional comments:

Multiple delivery approaches are supported by members
 Face to face is likely to be the most favoured method
 Some members preferred to receive written information

Question 7. How would you prefer to be kept updated by the Oxfordshire branch?

Answered: 75 Skipped: 1



Additional comments:

Email is overwhelmingly the most popular requested method of communication by members. Social media methods worked for some members, but it should not be assumed that this is regularly accessed.

Survey Summary

The survey findings have provided key insight into the views and opinions of the Oxfordshire branch members' engagement preferences. The following recommendations reflect the branch members' preferences and options for strengthening the branch executive team's ability to meet them.

Recommendations for the Branch executive to consider

1. Consider the needs of the non-NHS members. There was a fair response to the survey from care homes and the private sector, consider identifying partners or the active members in these sectors to work with.
2. Vary the delivery locations from the OUH, for example consider Oxford Brookes, Community locations.
3. Vary the modes of delivery, consider providing an annual plan of events to include webinars and face book conversations to allow people to plan attendance.
4. Explore additional advertising methods, potentially with the support of partners and active members in non-NHS settings.
5. Events that are free should be heavily promoted, with the emphasis of the study and development opportunity emphasised.
6. Event content should vary between trade union /employee relations and professional development. The professional development topics that were most requested relate to effective team working, management and leadership as wells as union focused information sharing. The executive may wish to consider involving Branch members in supporting event provision.
7. Events should attract CPD recognition and this should be emphasised in the event advertising.
8. Ensure that the email distribution address book is kept up to date subject to RCN policy and GDPR requirements.
9. Publish the survey findings (or extracts) and the executive response on the Branch Facebook page and consider a branch group email to capture those who don't use Facebook to ensure there is feedback to survey participants and to build the branches engagement reputation.

Conclusion

Survey responses were available soon after the survey was issued. There has been a regrettable delay with the analysis and circulation of the results for which we apologise. The survey was deliberately short and focused to encourage respondents to contribute; the 1.5 % (76) of members who contributed have provided helpful and insightful information and we would like to thank them for their time. The following recommendations drawn from results have been reviewed by the branch executive team for consideration and action and are available for the membership for any additional comments.

SURVEY AUTHORS

Emily Stevens – Student Information Officer

Sally Bassett – Branch member, chair of the Nurses in Management and Leadership Forum

Final survey sent to Branch team: July 25th, 2019

Branch team review and plan

- ✚ **Review of survey findings:** The branch executive team and survey team met on 23rd October 2019 to review the survey findings and to discuss an action plan.
- ✚ **Action approach:** Group agreed to a ‘you said, we did’ action approach in response to the survey recommendations and member comments and suggestions.
- ✚ **Sharing findings and recommendations:** survey summary document will be shared by the group with branch members November 2019.
- ✚ **Working with members on achieving shared goals:** the branch team are keen to continue to listen to our members need, to help best support our diverse membership by working with members on shared goals.
- ✚ **Responding to survey finding:** key themes drawn from the survey and member suggestions will be used by the group to start creating a 2019 – 2020 branch plan.
- ✚ **Branch event costs:** branch team confirmed that all events run by Oxfordshire branch team have been free and will continue to be free to all members.
- ✚ **Members ideas:** branch team would like to continue to encourage members to contact the branch team with their branch event ideas and suggestions.
- ✚ **How to get involved:** members seeking to become more involved as active members or are interested in taking up active roles of student information officers or union representatives (3 roles available - RCN steward, safety representative and learning representative) can the branch team for more information or to answer any queries.
- ✚ **Review of change impact:** The branch team will work with the survey team to repeat the ‘members engagement survey’ once after all agreed actions have been implemented to help understand the impact of change felt by our members and to gain further feedback and suggestions .

You Said

We Did

Please keep sharing your thoughts and ideas.

Your Branch Team

CONTACT US

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Email: newbury.office@rcn.org.uk

Send us a direct message via

[RCN Oxfordshire Facebook](#)

YOUR BRANCH TEAM

Chair: Hamira Ghafoor

Treasurer: Karen Holmes

Secretary: Donna-Sue Wright