MEMBERSHIP REPORT

08 June 2022

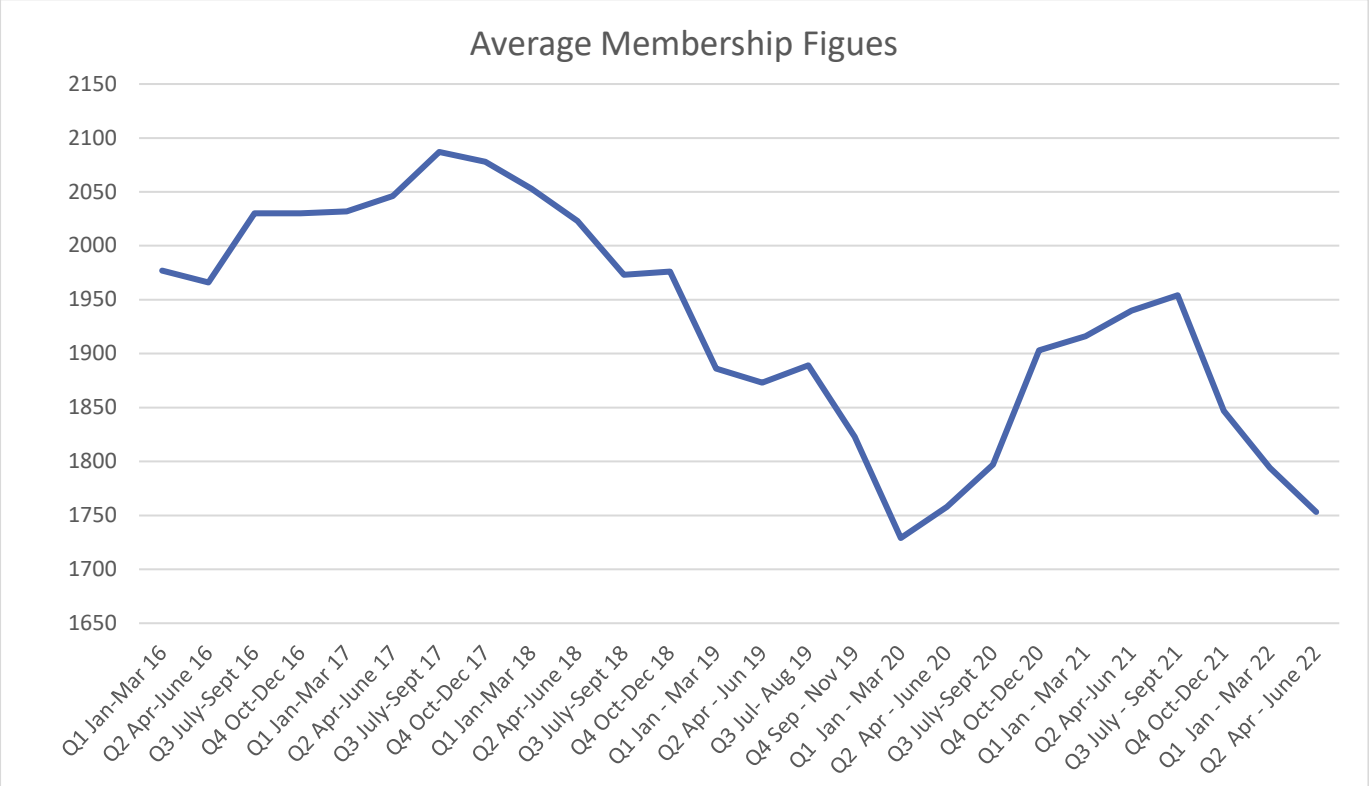
BACCN National Board Meeting
17 June 2022 – online

BACCN Membership Report

June 2022

1. **Current Membership**

Total member numbers as at 8 June 2022 is 1753 down 41 from March 2022 2021. The graph below shows how this fits with quarterly membership figures since January 2016.



2. **New Joiners**

Below are the new joiners for 2022 so far, these figures are for new sign-ups only.

Period	**Jan**	**Feb**	**March**	**April**	**May**	**June**				
Joiners	20	16	2	20	13	17				

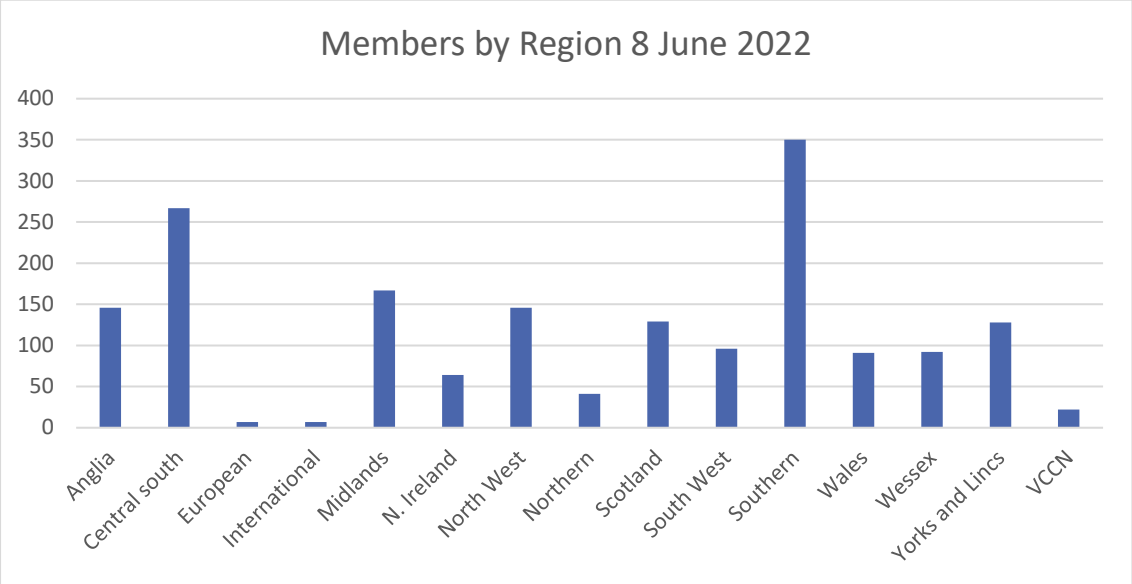
BACCN Membership Report

June 2022

The reason members cancel from the membership is usually retirement, or that they no longer work in Critical Care.

Members by region

The following graphs and tables show how total membership is split across regions (including Europe and International).



Members by Region June 2020 – June 2022

Region	Jun-20	Nov-20	Mar-21	May-21	Nov-21	Mar-22	June-22
Anglia	148	152	159	161	153	149	146
Central south	282	292	301	306	282	274	267
European	8	10	10	8	5	6	7
International	5	9	11	10	7	6	7
Midlands	173	192	192	199	188	171	167
N. Ireland	67	62	65	66	64	63	64
North West	146	150	155	161	149	149	146
Northern	46	48	44	49	47	41	41
Scotland	137	149	152	149	139	130	129
South West	96	97	97	104	100	99	96
Southern	378	398	392	386	377	366	350
Wales	77	99	97	97	94	91	91
Wessex	106	101	101	101	102	99	92
Yorks and Lincs	115	144	144	143	128	127	128
VCCN					14	23	22
Totals	**1784**	**1903**	**1920**	**1940**	**1849**	**1794**	**1753**

BACCN Membership Report

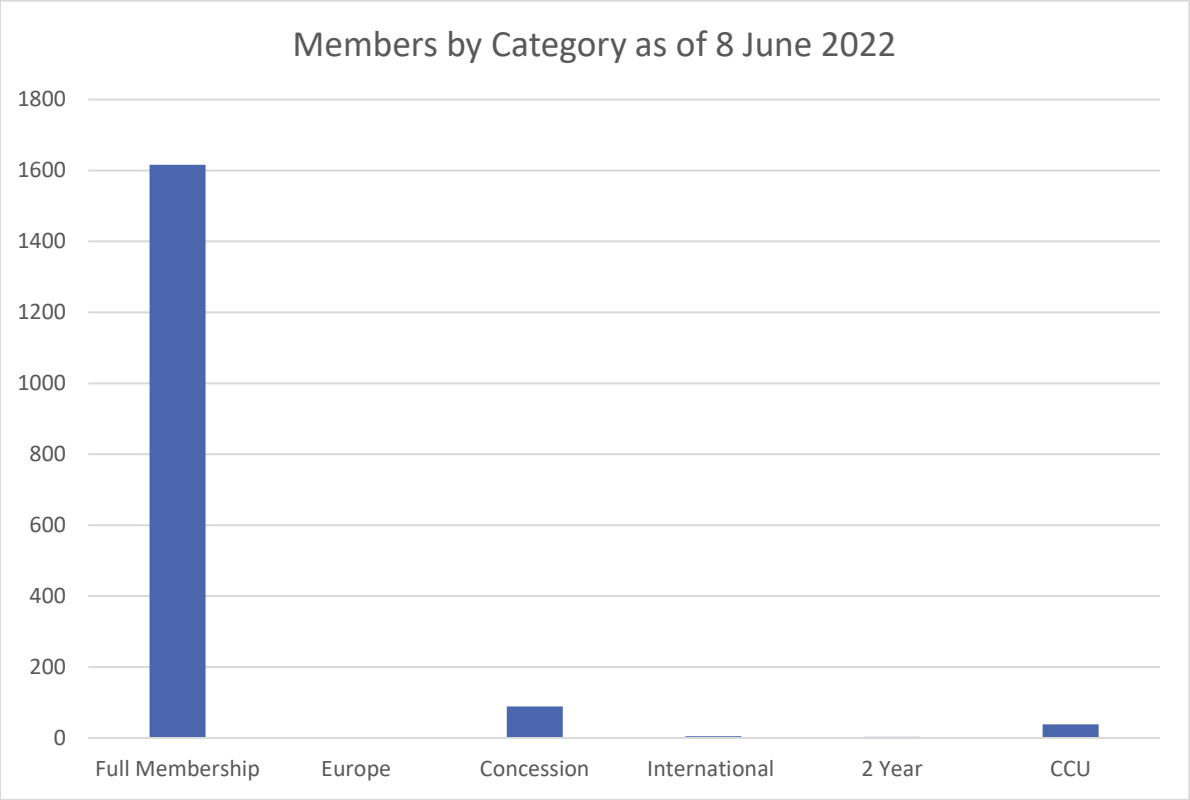
June 2022

BACCN Membership Report

June 2022

Membership Categories

The following graph shows how the total membership is split across categories:



3. **Reasons for joining**

We gain members who join for discounted attendance in the conference, in addition to those who join for CPD and through word of mouth recommendations.

4. **Membership Promotion**

4.1 **General Membership**

In 2021 BACCN offered a range of categories and member benefits, including an increased number of online learning resources such as the videos from Espresso sessions, Virtual Journal Club, and webinars.

We currently focus on the following membership promotion:

- Emails are sent out to expired members who pay by card payment to persuade them to set up to renew their membership and also offer the option of a direct debit.
- Regular SM promotion of membership, with a variety of messages, including regarding CCU membership, grants, free event places for HCUK, and access to the journal, examples below:

BACCN Membership Report

June 2022

BACCN British Association of Critical Care Nurses
Published by Hootsuite · February 11 ·

BACCN members can apply for FREE entrance to any of the HC-UK conferences listed on our website. See their latest listing here https://www.baccn.org/events/hc-uk-events/

HEALTHCARE CONFERENCES UK
HEALTHCARECONFERENCESUK.CO.UK

Free event places for BACCN Members available

681	11	–	
People reached	Engagements	Distribution score	Boost unavailable

1 1 Share

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June 2022

Tweets | Tweets & replies | Media | Likes

BACCN @BACCNUK · 19h

#BACCN has a Critical Care Unit #baccnmembership option baccn.org/about/ccu-memb.... Allows discounts for ten staff and one free recruitment advert. baccn.org/about/why-join...

4 9

BACCN British Association of Critical Care Nurses

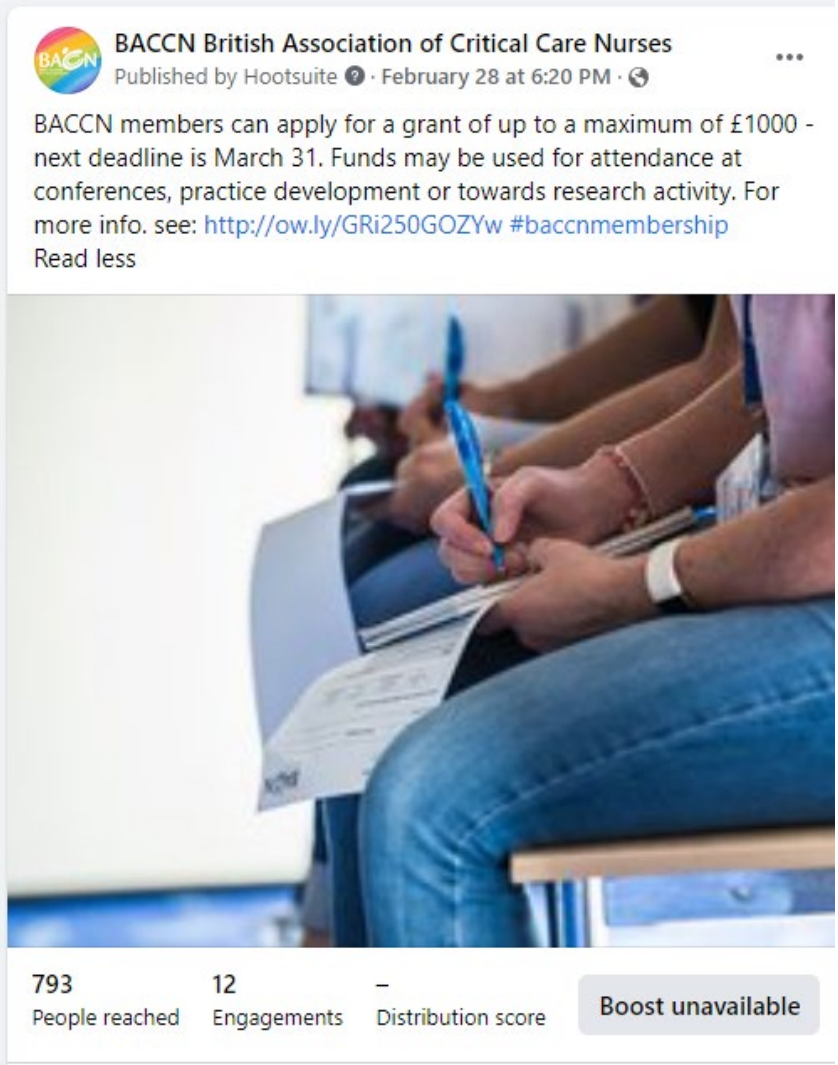
Published by Hootsuite · February 21 at 3:14 PM ·

Join BACCN to get free access to the Nursing in Critical Care journal via App or online. #niccjournal. Join at baccn.org/register/ #baccnmembership

1,211	20	–	Boost unavailable
People reached	Engagements	Distribution score	

BACCN Membership Report

June 2022



BACCN Membership Report

June 2022

4.2 CCU Membership Update

We have 3 current and paid CCU memberships:

1. West Suffolk Hospital – expires June 2022
2. York Teaching Hospital NHS Foundation Trust – expires July 2022
3. Homerton University Hospital – expires July 2022
4. Salford Salford Care Organisation, Northern Care Alliance NHS Foundation Trust – expires April 2023

There is one Dragon's Den CCU membership pending completion of project and presentation at Conference 2022:

1. Queen's University (Lisa McIlmurray) – to be taken up after 2022 Conference presentation

There are two CCU memberships awaiting renewal/payment:Barnsley Hospital NHS Foundation Trust – expired October 2021 – in process of renewal

1. City and County Healthcare (new)

BACCN Membership Report

June 2022

BACCN – Support

Sarah Gilliland – Membership Secretary
Sarah is your prime point of contact for BACCN support with backup from Rachael Scott and Leona Waggott.

support@baccn.org t: 0844 800 8843

Tracey Christy – Director
Tracey will oversee the provision of BACCN services.

traceychristy@echoevents.org t: 0191 241 4523