



MEMBERSHIP REPORT

13 November 2020

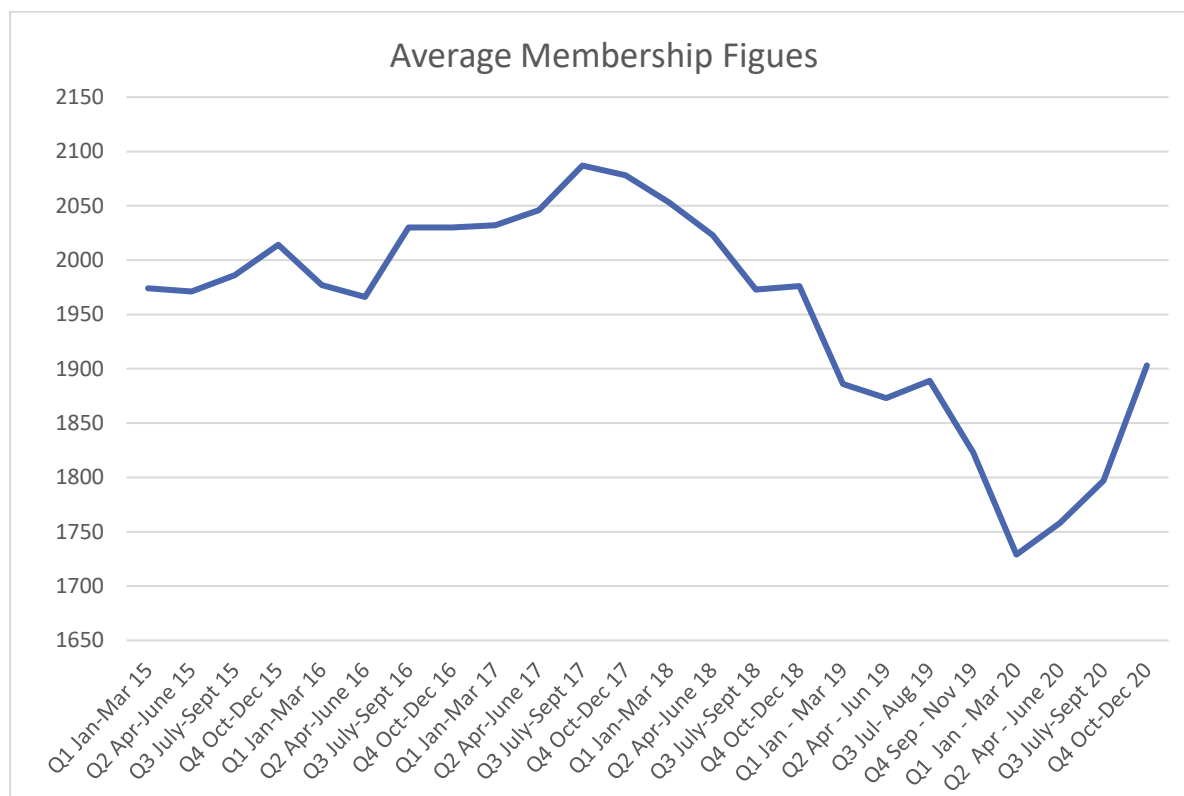
**BACCN National Board Meeting
02 November 2020 – Virtual Meeting by Zoom**

BACCN Membership Report

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1. Current Membership

Total member numbers as at 2 November were **1903**, up 119, from June. The graph below shows how this fits with quarterly membership figures since January 2015.



2. New Joiners

Below are the new joiners for 2020 so far, these figures are for new sign-ups only.

Period	Jan	Feb	March	April	May
Joiners	34	22	62	42	46
Period	June	July	Aug	Sept	October
Joiners	57	47	43	57	23

From 23rd March 2020 we added a feature to COVID-19 Resources where non-members could log in to access resources for free, but they would register their e-mail and name. From this data we were able to identify 3530 non-member registrants by September who we e-mailed in three membership promotion e-mails. Of these 83 have taken up new membership, which represents £3,492 income, with potential for renewal. Free participation in the virtual conference has also contributed to new membership.

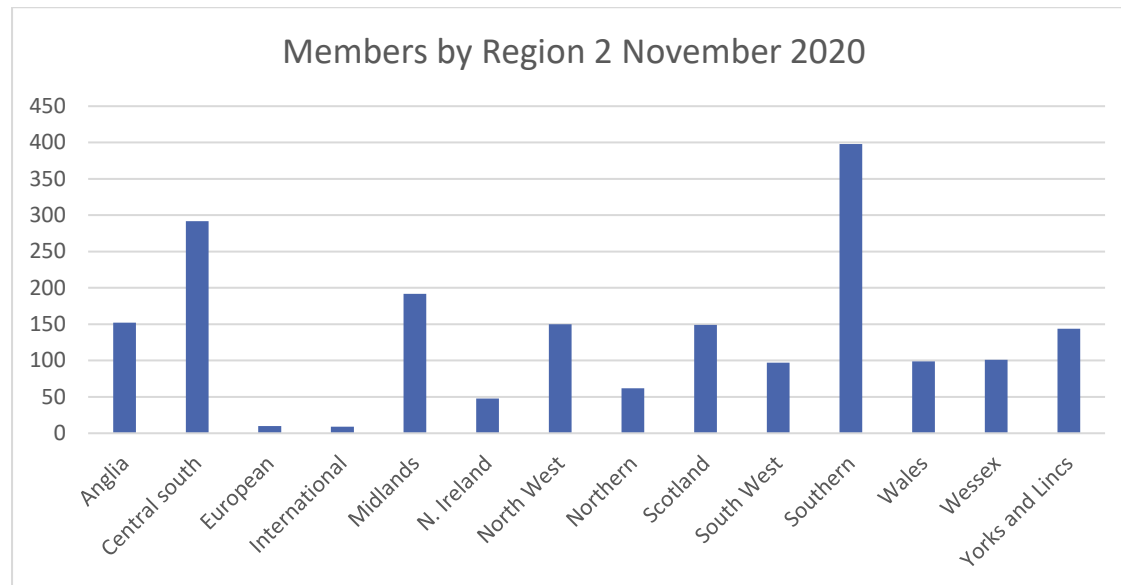
The reason members cancel ranges from the membership being too expensive, retirement, or that they no longer work in Critical Care.

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Members by region

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



Members by Region 2020

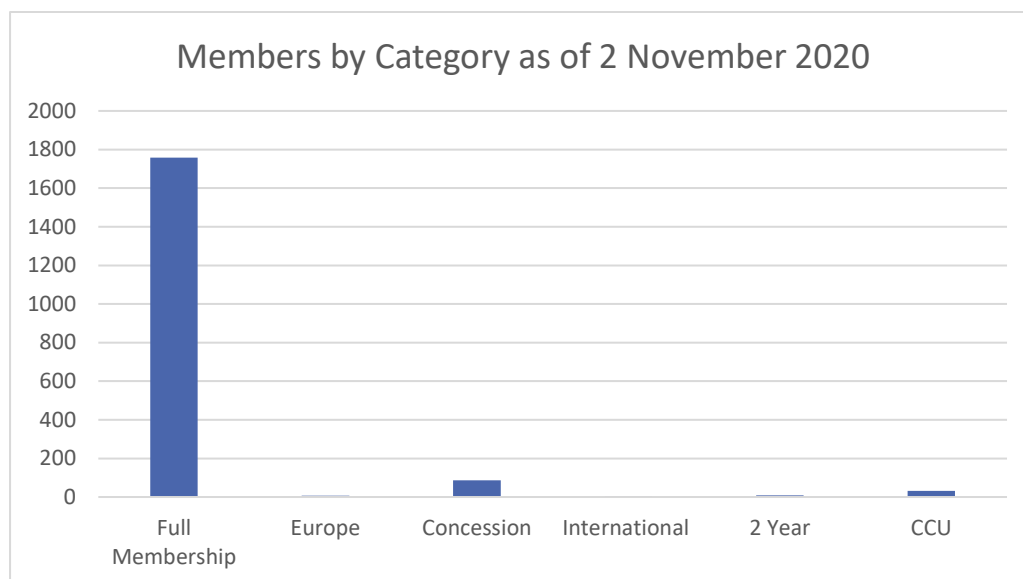
Region	Mar-20	Jun-20	Nov-20
Anglia	152	148	152
Central south	260	282	292
European	8	8	10
International	5	5	9
Midlands	174	173	192
N. Ireland	60	67	48
North West	133	146	150
Northern	44	46	62
Scotland	119	137	149
South West	91	96	97
Southern	388	378	398
Wales	72	77	99
Wessex	113	106	101
Yorks and Lincs	110	115	144
Totals	1729	1784	1903

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Membership Categories

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



3. Reasons for joining

We gained 83 members who had accessed the COVID area for free and an indeterminate number who will have also joined due to free participation in the conference this year, in addition to those who join for CPD and through word of mouth recommendations.

4. Membership Promotion

4.1 General Membership

BACCN currently offers a range of categories and member benefits, including the Journal and this year this adapted to include free entry to the conference and 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:

- Individual emails to non-member virtual conference registrants,
- Individual emails to non-member registrants for online webinars (e.g. e-mail indicating that the video is now available in the members area).
- From end of March 2020 to Sept 2020 we collected registration data for visitors Covid-19 resources and sent e-mails promoting membership.
- Individual emails to potential members who register their personal details on the website but do not complete the payment section of the online application form.
- 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.

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- Regular SM promotion of membership, with a variety of messages, including regarding free participation in the conference, and the cessation of free access to Covid-19 resources from 12 September.

Tweets and Facebook ad's promoting membership, examples below:



BACCN
British Association
of Critical Care Nurses

JOIN TODAY!

Become a BACCN member to have continued access to all educational resources AND free entry to the first BACCN Virtual Conference on 14-15 September 2020.

Find out more at
www.baccn.org



Critical Care Unit Membership

Critical Care Unit Membership gives you the opportunity to enrol 10 critical care nurses as BACCN members at a discounted price.

Join the BACCN today and become part of the largest critical care network in the UK!

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4.2 CCU Membership Update

We have 5 current and paid CCU memberships:

1. Homerton University Hospital – expires January 2021
2. The Royal Free Hospital – expires September 2021
3. JHG(N) Critical Care Team - expires September 2021.
4. Spire Hull and East Riding Hospital – expires August 2021
5. Barnsley Hospital NHS Foundation Trust – expires October 2021

There is one Dragon's den CCU membership:

1. George Eliot Hospital NHS Trust (Lisa McDonnell) – expires October 2021

There are two CCU memberships awaiting payment:

1. Lister Hospital Stevenage
2. South West London Epsom General Hospital

BACCN – Support

Sarah Gilliland – Membership Secretary

Sarah will be your prime point of contact for BACCN support with backup from Rachael Scott and Leona Waggott.

support@bccn.org t: 0844 800 8843

Tracey Christy – Director

Tracey will oversee the provision of BACCN services.

traceychristy@echoevents.org t: 0191 241 4523