



End of Year Report

April 2019 - March 2020

Membership Numbers

Our Core Membership grew by **4.5%**

Total membership exceeded **15,000** for the first time ever

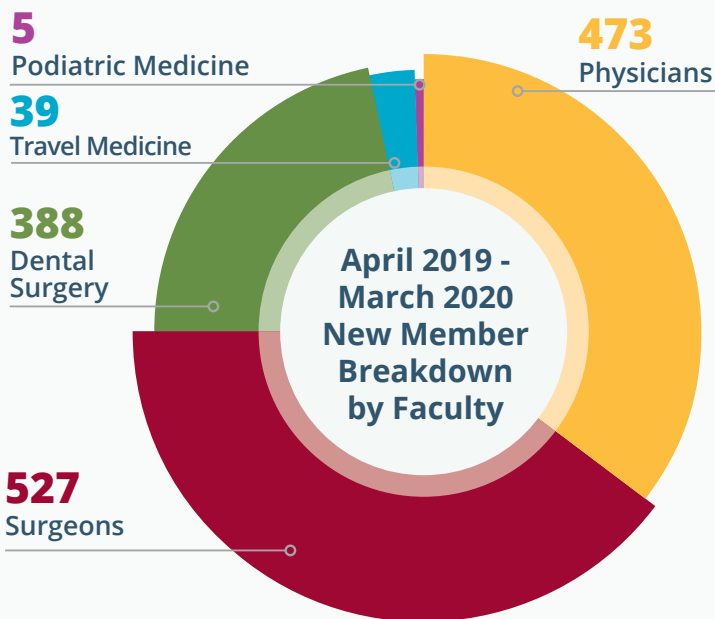


There was growth across all faculties:



1,463

new members recruited across all faculties



28%

more people joined our College in 2019-20 (compared to the previous year)



Core membership refers to Fellows and Members and excludes other categories of membership, such as Affiliate, Student, etc.

Total membership on 31 March 2020 was **15,076** Core membership total on 31 March 2020 was **13,337**

Membership Services and Support

47%

increase in visitors to our members' dashboard following enhancement to the self-service functionality

1,314

members used our self-service verification form

451

verification requests were completed by the membership support team

371

members attended our admission ceremonies

£62,712

awarded to 45 individuals

1,557

people used our library reading room

880

library requests and enquiries supported

Over the course of 2019-20, we have enhanced the self-service functionality of our members' dashboard:

568

people accessed our online elevation form since it was launched in January 2020

316

people accessed our reinstatement form since it was launched in September 2019

186

people accessed our Affiliate membership form since it was launched in September 2019

740

members updated their details online

Membership Engagement

In September 2019, we established an engagement team to support our recruitment and engagement activities. Over the course of 2019-20:

we counted...

47

engagement events organised

84

events sponsored or were visible at

1,500

clinicians engaged with

40

different venues across the UK attended for events

47

new members appointed to our Regional Advisor and College Tutor networks

21

of our existing Advisors/Tutors renewed their post for a second term

22

events organised or attended by our network of Regional Advisors and College Tutors

Heritage Activity

We launched an exhibition "Great Minds: The Brain in Medicine, Surgery and Psychiatry" showcasing:



42

collection items



8

animations



5

3D models



3

videos



1

game

12,147

people accessed our exhibition, used the library, and went on tours

1,497

people attended heritage events hosted by our College

5,050

people visited our heritage website viewing 15,831 pages in total

1,394

collections were made accessible via the heritage website; 128 visualisation products were created

Building Works

Emergency building repair work to the roof and floor resulted in the closure of our stores, library and exhibition space during the Autumn of 2019:

12

weeks of work including the erection and dismantling of 4 aluminium scaffolds

85

metres of rare books and archives were decanted to secure offsite storage

83

metres of books were moved from the Library Reading Room

100s

of individual museum items were moved internally

750+

slate tiles were removed and replaced to enable access to the sarking and timber support beams in the roof space

3

large supporting beams were replaced and several small beams replaced or repaired

HOPE Foundation



£32,000

was raised for the HOPE Foundation

14

grant applications were received

£40,437

in grants approved to support 7 projects

Communications and Marketing

In August 2019, we launched a campaign showcasing:

This is **who we are**

This is **what we stand for**

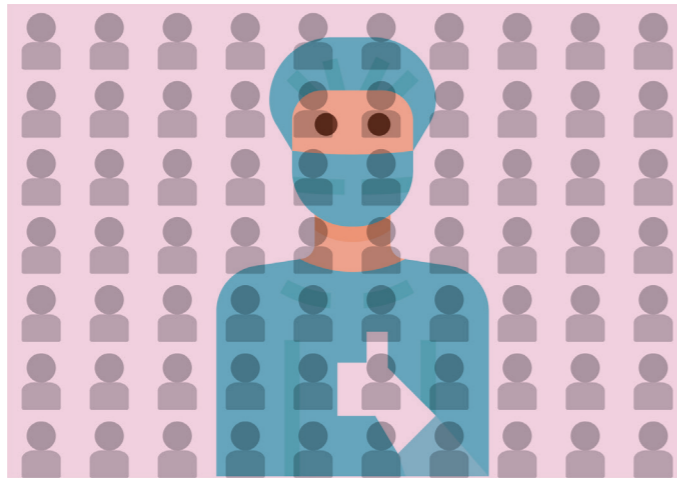
This is **what we do**



2,063

members uploaded their profile to the members' dashboard

These images of our members were used to create mosaic images to support our campaign material



11,248

people are subscribers to our email marketing list

This includes 6,747 members and 4,501 non-members

Compared to the previous year, we have seen the following increases in visits to pages of our website:

+121%
Join Us

+48%
Membership (Physicians)

+152%
Fellowship (Physicians)

+24%
Membership (Surgeons)

+96%
Fellowship (Surgeons)

Our followers on social media increased:

+15%
(15,638)
Facebook

+25%
(8,161)
Twitter

+104%
(793)
Instagram

+42%
(1,648)
LinkedIn



35

consultation responses submitted



34

individual marketing campaigns were briefed, created and implemented

46,871

people visited our news blog



4

editions of VOICE were published

51%

increase in news blog traffic from the previous year



10

prospectuses were produced



published 2 new briefing documents and met with 4 MSPs



2

Award shortlistings (PPA Scottish Magazine Award Member Magazine of the Year and Chartered Institute of Marketing Best Use of Data and Insights)

Education and Assessment

39

Non-Clinical

31

Medical

24

at CASC

3

Podiatric Medicine

10

Travel Medicine

21

Dental

45

Surgical

173
conferences and courses were held

23,375

CPD points were awarded

5,849

people attended our educational conferences and courses

640

educators contributed to the delivery of our educational content

46

new eLearning products produced/launched

16 new ACE educators recruited to the already active **183**



555

new questions were added to our question banks



999

examiners on our examiner panels

21

different exams were delivered at multiple UK and international centres

3 medical exams
8 surgical exams
12 dental exams



3,875

people sat one of our exams

1,892

medical exam candidates

1,364

surgical exam candidates

619

dental exam candidates

President's Priorities

Wellbeing

- Started to develop a members' hub in our building on St Vincent Street
- Created a wellbeing room in our building on Blythswood Square
- Published a Little Book of Wellbeing
- Ran a Season of Good Wellbeing Campaign
- Hosted a Making Life Work Better conference

Inclusivity

- Launched a Who We Are campaign celebrating the diversity of our membership
- Developed a draft Equality, Diversity and Inclusivity policy to inform planning in this area

Workforce

- Engaged with governments to seek a resolution to ongoing tax issues around NHS pensions
- Published health priorities for the next government during the General Election Campaign in November 2019
- Worked with the Scottish Academy to produce a policy paper on how the Scottish NHS could address workforce challenges
- Jointly published the census of UK physicians with the other medical royal colleges

ICT


In the last
18
months

3,141
requirements
have been
documented
for the CRM Project

41
potential
suppliers
were invited
to tender


3
companies
were shortlisted
as potential
partners

1
company contracted
to deliver our new
CRM over the
next year


Work From Home
technology and support
implemented prior to
lockdown in March 2020

822
audio visual events
provisioned and
supported

1079
incidents and
1229
requests resolved


Whole of College email, data
backup, and phone services
upgraded for better security
and improved functionality

1599 at The Royal College


1599
at the
Royal College



260
events were
held by 1599

11,429
visitors welcomed
to our building

COVID-19 Response

In February 2020, our planned College activities were significantly disrupted due to the COVID-19 pandemic. The impact was felt across all areas of the business and we needed to very quickly adapt to changing circumstances.



In March, the College building
was closed and all staff were
working remotely



MSTeams was installed,
enabling all meetings to
be held online



A new COVID-19
website was
launched



We endorsed, supported
and published 29
guidance notes,
policy documents and
statements



More than 500 people
viewed our first
COVID-19 webinar
in March



By the end of March
2020, we had launched
five new COVID-19 digital
learning products



We established an ethics
group to support review
and endorsement of
COVID-19 related policy
and guidance



We launched weekly
Staff Update, Council
Update and Member
Update communications



We developed an
employee support pack
for staff



ROYAL COLLEGE OF
PHYSICIANS AND
SURGEONS OF GLASGOW

