End of Year Report

April 2019 - March 2020

ROYAL COLLEGE OF PHYSICIANS & SURGEONS

Membership Numbers

Our Core Membership grew by **4.5**%

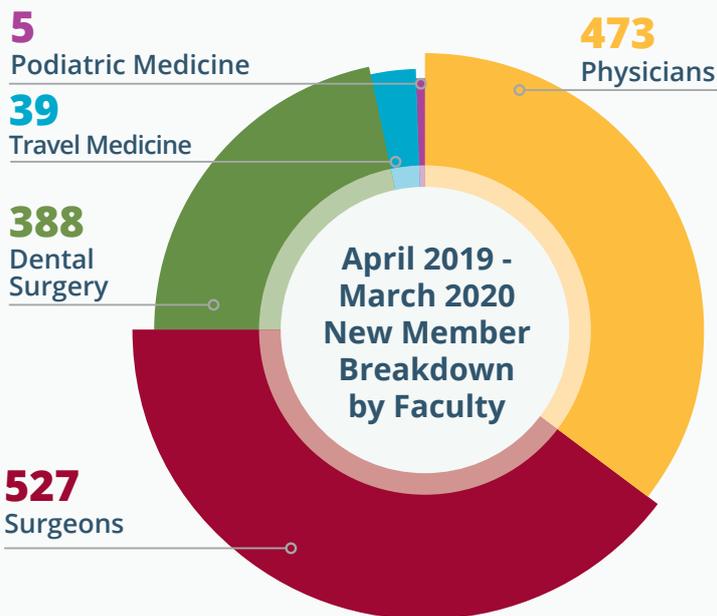Total membership exceeded **15,000** for the first time ever

There was growth across all faculties:

+5.3%	+2.9%	+4.0%	+3.1%	+2.9%
Physicians	Surgeons	Dental Surgery	Travel Medicine	Podiatric Medicine

1,463 new members recruited across all faculties

28% more people joined our College in 2019-20 (compared to the previous year)

5 Podiatric Medicine
39 Travel Medicine
388 Dental Surgery
527 Surgeons
473 Physicians

April 2019 - March 2020 New Member Breakdown by Faculty

92% Member Renewal Rate

96% UK and Ireland Retention

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 atteneded 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

ROYAL COLLEGE OF PHYSICIANS AND SURGEONS OF GLASGOW
HOPE FOUNDATION

£32,000 was raised for the HOPE Foundation

14 grant application were received

£40,437 in grants aproved to support 7 projects

Communications and Marketing

In August 2019, we launched a campaign showcasing:

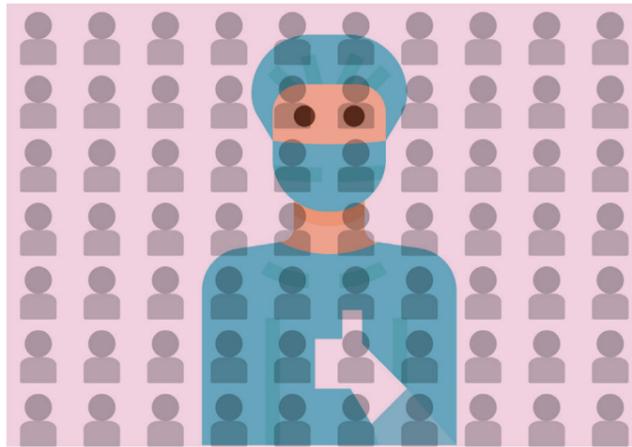This is **who we are** | This is **what we stand for** | This is **what we do**

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

46,871 people visited our news blog

51% increase in news blog traffic from the previous year

Obesity Action Scotland Healthy weight for all
published 2 new briefing documents and met with 4 MSPs

34 individual marketing campaigns were briefed, created and implemented

4 editions of VOICE were published

10 prospectuses were produced

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

173 conferences and courses were held

31 Medical
45 Surgical
21 Dental
10 Travel Medicine
3 Podiatric Medicine
24 at CASC
39 Non-Clinical

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