

TREASURER'S REPORT – ANNUAL GENERAL MEETING, BRIGHTON 2013

Membership

This time last year the Society purportedly had **1079** members, though 150 had not paid with some having been incommunicado for a while and 7% of members on the database had no email or postal addresses. Having passed membership management to HG3, they chased unpaid past members and collected the updated membership fee (£35 pa, introduced January 2013). It therefore seems that this time last year we had in fact only **929 active members** who had either paid-up, were honorary, or had been given free membership as part of the free place scheme offered at the ASM.

We have had **21 new members** this year, but either due to failure to pay (180), cancellation (77), no email or postal address (73), or death (1), we now have **769 active members**.

There is scope to address this drop in membership: HG3 will chase those who were paid-up members till last year, telephone those without an email or postal address (if a number can be found), and HG3 will also contact the people who did not pay in 2012 or before to say they will be taken off the database if they have not renewed by end of September 2013.

Finances

The 2012 audited accounts are presented to the AGM for approval. SSM finances are improved considerably (to **£103,852** from £74,185), mainly due to the 2012 ASM surplus (£27,696), achieved because Nick Mays and colleagues very successfully secured sponsorships.

Income from the increased membership fees will come into effect in 2013. As of August 2013 the Society's balance sheet was at **£101,167**, with 391 members having only part paid. We have seen a modest increase in expenses by the main committee and sub-committees as we explore several strategic developments via task and finish groups that are looking at the future direction of the Society. Overall, we are on target to achieve a capital reserve of around £120k in the next few years.

Now that HG3 organises both membership management and conference abstract submission and registration, there is an integrated look at recruiting membership through the ASM (>half attendees are not members) and the committee will explore ways to boost membership.

A big 'thank you' to Julia Goodwin

When we handed the membership management over to HG3, we reduced the role that Julia (SSM Financial Admin Officer) provided as support for the Honorary Treasurer. Nevertheless, Julia continued to administer the ASM free place scheme and assisted in the preparation of accounts for the audit this year. From Sept 2013 I will manage these with input from my PA. I therefore put on record my enormous gratitude for Julia's help over the years.

Prof Mark S Gilthorpe, Honorary Treasurer (m.s.gilthorpe@leeds.ac.uk)

12th Sept 2013

SSM COMMITTEE MEETING – TREASURER’S NOTES

Attached are the list of new members for 2013 (to be ratified by the committee), a report on HG3’s costs, and a breakdown of the membership database according to status.

Membership

The key issue is that of falling membership. This was anticipated as a consequence of increased subscriptions and as a result of more rigorous membership management systems, though anecdotally HG comment as follows:

- Members who cancelled have done so for various reasons:
 - ~15% said it was due to the increase in fees
 - ~40% said it was due to retirement
 - ~5% said they were rationalising their memberships
 - ~ 10% said they weren’t working in the same area any longer
 - no reason was recorded for the remainder
- Interestingly, many of the members cancelling who had already paid £20 by standing order said that the money should be kept as a donation to the Society

ASM free places scheme

Clarity was sought by HG3 over the free places scheme around offering free membership as we offered free membership the *following year* to those who were *unsuccessful*, but not to those who were *successful*. The following is therefore proposed for clarity:

- those successful in obtaining a free place receive free membership from the time of their registration for the ASM to the end of the same calendar year and **are required to pay in advance their membership for the following year**;
- those unsuccessful in obtaining a free place receive free membership from the time of their registration **only if they register normally** for the ASM (i.e. their consolation is the reduced registration fee)

Brainstorming ideas for discussion

I had a brainstorming session with HG3 where they raised several good ideas and issues for the committee to consider:

- **Members’ area on the website:** this is currently not being used, but is potentially a useful tool to highlight anything the Society thinks is of interest and may become an added benefit of becoming a member.
- **Joining at the ASM linked to 2 years’ membership:** new members obtained through their registration at the ASM (to avoid an increased membership fee), we could require that they pay in advance the following year’s membership fee also.
- **Greater differential between member/non-member rates:** to encourage non-member ASM delegates to join (50% of delegates this year are non-members) we should widen the gap between member and non-member rates.
- Link to the membership page on conference web page to make joining the Society easier
- **Some form of ‘member get member’ campaign:** incentives could be offered, such as free membership one year for any member who encourages 5 (say) members to join or whatever other appropriate incentive.
- **Collaboration with other associations:** (already being discussed, e.g. HSRN and the Institute of Actuaries www.actuaries.org.uk)
- **A presence at other associated events:** although this can be costly, having a stall at other meetings might be helpful
- **Institutional membership scheme?**

SSM new members 2013

Title	Name	Surname	Institution
Paying membership			
Mr	Grant	Aitken	University of Southampton
Dr	Sunil	Bhopal	Northern Deanery, Newcastle-upon-Tyne
Ms	Sadie	Boniface	University College of London
Dr	Ellen	Flint	London School of Hygiene & Tropical Medicine
Mr	Louis	Goffe	Newcastle University
Dr	Emily	Lemelin	Medical Research Council
Ms	Hannah	Littlecott	Cardiff University
Ms	Eva	Maguire	University of Cambridge
Ms	Danielle	Moore	University of York
Dr	Ojochenemi Joy	Onubi	University of Aberdeen
Dr	Ali Davod	Parsa	Faculty of Health and Social Care
Ms	Carolina	Perez Ferrer	University College London
Dr	Frank	Popham	MRC/CSO Social and Public Health Sciences Unit
Mrs	Heather	Rothwell	Cardiff University
Ms	Rachel	Sokal	University of Nottingham
Dr	Laura	Webber	UK Health Forum
Professor	Kaye	Wellings	Dept of Social and Environmental Research

Free membership

Dr	Adeola	Agbebiyi	Warwick University and Warwickshire County Council
Dr	Corina	Chivu	Warwick Medical School
Mr	Santosh	Gaihre	Public Health - Medical School
Mr	Ceyhan	Rasim	Ministry of Health - Turkey Institute of Public Hospitals

SSM membership - costs to date

			Net	Incl Vat	
Initial set up - including SSM On Line Form (half cost)	£900.00	1	£900.00	£1,080.00	
Management of membership database, maintaining records, dealing with payments	£5.50	1079	£5,934.50	£7,121.40	
Credit card commission for membership payments – to and including January 2013	£26.60	1	£26.60	£31.92	
					£8,233.32 Invoiced Dec 2012
Broadcast emails chasing membership renewals (2137 messages)	£100.00	1	£100.00	£120.00	
Refunds to members who had overpaid/lapsed	£25.00	4.5	£112.50	£135.00	
Postage - communications to members without current email addresses	£38.76	1	£38.76	£46.51	
Credit card commission for membership payments - February to June 2013	£83.00	1	£83.00	£99.60	£401.11 Invoiced July 2013
					<u>8634.432</u>

Future costs

Remainder of initial set up cost	£900.00	1	£900.00	£1,080.00	
New members (currently 21)	£5.50	21	£115.50	£138.60	
Credit card commission (July - December 2013)					
Emails					
Postage					

Active membership comparison 2012 - 2013

	2012	2013 comparison	Breakdown of variance	
Paid	852	297 paid 2013 391 part paid not paid cancelled no email	Paid Free Part paid Honorary New not paid	313 13 391 46 6
				<u>769</u> On HG3 database
2012 not paid pre 2012 not paid	150	not paid not paid cancelled no email	No email Not paid Died Cancelled	73 Not on database 180 1 77
Honorary	52	46 honorary death cancelled no email	Less new	-21 <u>310</u>
			Total	<u>1079</u>
Free 2013	10	9 free 2013 cancelled		
Free 2012	12	3 paid 2013 not paid		
pd lump sum	2	2 paid 2013		
Julia	1			
	<u>1079</u>	<u>748</u>		
New 2013		11 paid 2013 4 free 6 not paid		
	<u>1079</u>	<u>769</u>		

310 drop in active membership
 160 drop in active paid membership

Action points

Potential to get 79 back who were members last year - another chaser
 Telephone those 73 without an email address
 Chase again those who have part paid

Contact the 92 who haven't paid 2012 or before to say they will be taken off the database if they haven't renewed by end of September 2013