

Understanding voter insights at University College London Hospitals NHS Foundation Trust (UCLH)

Civica Engagement Solutions' Voter Insight service provides UCLH with a better understanding of voter engagement, helping them to target their communications more effectively at election time.

Following a relatively low turnout for Council of Governors elections, UCLH sought to improve engagement with its members by commissioning Civica to carry out an independent survey among non-voting members.

The project included research methodology and questionnaire design; fieldwork (online and telephone survey); data cleansing, processing and analysis; profiling; report writing; and end-to-end project management.

To discover more, read our whitepapers:

- ▶ [Current practice in NHS FT member recruitment and engagement.](#)
- ▶ [Turnout and behaviours in NHS FT elections.](#)

Outcomes

- ▶ **Over 3,100 members were invited to participate in the online survey**
- ▶ **121 members were telephoned for a more detailed follow-up call**
- ▶ **Over 350 members responded, with a good and robust spread of responses from public and patient members**
- ▶ **Detailed report highlighted key findings, with anonymised verbatim comments enabling UCLH to have full, in-depth insight into their members' views**
- ▶ **Voter insight report to collate and present non-voter research, giving insight on demographic composition of voting members; and therefore which groups could be targeted to boost voter turnout in the future.**

"This was a fascinating piece of work, and what we found really impressive was the number of responses from members and their commitment to vote in our future elections. It's really helped us understand some of the reasons why people didn't vote, which will help us tailor our election communications to members in a better way. We were pleased with the high response rate and the work that Civica did in this important area."

University College London Hospitals NHS Foundation Trust