

Board Meeting in Public

Tuesday, 01 April 2025

Title of Paper	Health of the Donor Base	Agenda No.	3.4
Nature of Paper	<input checked="" type="checkbox"/> Official	<input type="checkbox"/> Official Sensitive	
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Lead Executive	Wendy Clark, Deputy Chief Executive Mark Chambers, Donor Experience Director		
Non-Executive Director Sponsor	n/a		
Presenter(s) at Meeting	Wendy Clark, Deputy Chief Executive Mark Chambers, Donor Experience Director		
Presented for (tick all that applies)	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Assurance <input type="checkbox"/> Information* <input type="checkbox"/> Update		
Executive Summary (max 300 word count)			
<p>Growing and diversifying our Donor Base and Registers is one of our five strategic priorities and requires a whole system effort. Following the Health of the Donor Base paper presented to Board in November, an action was taken to provide the Board with more comprehensive information in the next 6 months on targets and plans.</p> <p>This paper is the first instalment, and it outlines strategic interventions and tactical actions required to deliver growth, reduce health inequalities and improve resilience. It covers all of our Donor Base and Registers at a high level, seeking to highlight the impact that medical advances, as well as changes in the UK population make-up and attitudes, will have. The paper then dives deeper into the whole blood donor base.</p> <p>All of our Donor base and Registers need to grow to some extent to meet demand, although some far more than others:</p> <ul style="list-style-type: none"> • Whole blood - we need to grow the number of both OneG and Ro donors in order to support the increasing demand for Ro type, as well as attract younger donors to future proof the base. • Plasma - we need to support large scale growth to reach 35% self-sufficiency in the next 5-7 years. • Platelets - we need to achieve greater levels of diversification as it affects our ability to supply HLA-selected patients. • Stem cells – we need to shift the composition of our Register to more younger donors on the FIT panel to improve patient outcomes. • Organs/Tissues – we need c70% of the population to register an opt-in decision (c20 million extra opt-in registrations). <p>Many factors impact the health of our Donor base and Registers, so, to support the necessary growth, we will need to consider not just how we carefully target our recruitment activity but also how we mobilise and retain customers by delivering a good end to end donor experience. That relies on all of us working together, ensuring that donors know what is expected of them, that they are able to find suitable appointments and they are enabled to donate.</p>			

Previously Considered by	
Private Board – 26 November 2024	
Recommendation	<ul style="list-style-type: none"> • To note that meeting donor targets requires a whole system response • To provide assurance that whole blood donor base targets are reasonable and that conclusions on key priorities are supported by evidence: <ul style="list-style-type: none"> ○ Significant growth required for Ro blood group to meet demand and reduce health inequalities ○ Growth in O- blood group is required to improve resilience and to substitute for unmet Ro demand ○ Younger donor base required to secure the future • To note that delivery is dependent on approval of the NHSBT budget, business plan and portfolio which will commit funding for strategic and tactical interventions • To confirm preference for future Board engagement on all product donor base and registers.
Risk(s) identified (Link to Board Assurance Framework Risks)	
P-04 Donor Numbers and Diversity P-02 Service Disruption P-06 Clinical Outcomes and Health Inequalities	
Strategic Objective(s) this paper relates to: [Click on all that apply]	
<input type="checkbox"/> Collaborate with partners <input type="checkbox"/> Invest in people and culture <input type="checkbox"/> Drive innovation <input checked="" type="checkbox"/> Modernise our operations <input checked="" type="checkbox"/> Grow and diversify our donor base	
Appendices:	Health of the Donor Base Board Discussion Presentation