

Board Meeting in Public Tuesday, 29 September 2026

Title of Paper	Active Blood Donor Definition: Adoption of a 24-Month Measure	Agenda No.	4.1
Nature of Paper	☒ Official	☐ Official Sensitive	
Author(s)	Crispin Wickenden, Head of Planning Strategy and Insight Terry Omiyi, AD for Direct Marketing and Planning		
Lead Executive	Mark Chambers, Director of Donor Experience		
Non-Executive Director Sponsor	N/A		
Presenter(s) at Meeting	Mark Chambers, Director of Donor Experience		
Presented for	☒ Approval ☐ Information ☒ Assurance ☐ Update		
Is there a plan to communicate this to the organisation?		☒ Yes ☐ No ☐ Yet to be determined	
Executive Summary			
NHSBT currently defines an active blood donor as someone who has donated within the previous 12 months. Analysis of donor behaviour suggests that a 24-month measure provides a more meaningful indication of donor engagement and future donation potential. The current definition excludes a substantial number of donors who remain likely to return and may under-represent some donor groups. This paper proposes adoption of a 24-month active blood donor measure as NHSBT's primary strategic measure. A transition period of parallel reporting is proposed until March 2027, after which the 24-month measure would become the primary measure. The 12-month measure would continue to be maintained where required for external benchmarking. The proposal is a change in how NHSBT measures and monitors the donor population. It does not alter operational policy or donor engagement activity.			
Previously Considered by			
N/A			
Recommendation			
The Board is asked to: • Approve adoption of a 24-month active blood donor measure as part of NHSBT's strategic measures. • Approve parallel reporting of 12-month and 24-month measures until March 2027. • Approve continued use of the 12-month measure for external benchmarking purposes.			
Risk(s) identified (Link to Board Assurance Framework Risks)			
P04- Donor Numbers and Diversity			
Strategic Objective(s) this paper relates to:			
☒ Collaborate with partners ☐ Invest in people and culture ☐ Drive innovation ☐ Modernise our operations ☒ Grow and diversify our donor base			
Appendices:	Beyond Donorbase- Sep 26 - ET – v2.pptx		