

HEMO CEA: Base case results

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All males and females

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	781,028			60,640			99,312			646,898			582,910			107,811		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.520	2.643	0.124	2.530	3.106	0.577	2.726	3.233	0.506	2.479	2.558	0.079	2.428	2.962	0.534	2.755	3.503	0.748
Average annual number other deferrals per donor	0.150	0.157	0.007	0.150	0.184	0.034	0.161	0.191	0.030	0.147	0.152	0.005	0.144	0.176	0.032	0.163	0.207	0.044
Average annual number low Hb deferrals per donor	0.102	0.107	0.005	0.106	0.130	0.024	0.114	0.135	0.021	0.100	0.103	0.003	0.098	0.120	0.022	0.116	0.147	0.031
Deferral adjusted number donations per donor	2.278	2.391	0.113	2.288	2.808	0.519	2.467	2.922	0.455	2.242	2.312	0.070	2.195	2.679	0.484	2.492	3.170	0.678
% of donors stop donating	20.6%	18.6%	-2.0%	20.9%	11.5%	-9.4%	17.7%	10.0%	-7.7%	21.3%	19.2%	-2.0%	22.1%	13.0%	-9.1%	17.2%	8.2%	-9.0%
Annual cost per donor, £	20.94	36.27	15.33	22.66	37.86	15.21	24.42	34.88	10.46	20.32	23.48	3.16	19.90	38.02	18.12	24.67	31.39	6.71
Total annual cost (all donors), 000s	16,355	28,332	11,977	1,374	2,296	922	2,425	3,464	1,039	13,145	15,187	2,042	11,600	22,163	10,563	2,660	3,384	724
Total units (all) blood collected, 000s	1,780	1,868	88	139	170	31	245	290	45	1,450	1,495	45	1,280	1,562	282	269	342	73
Incremental cost per additional unit blood, £			136			29			23			45			37			10

Base case results by gender

All males

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	353,763			29,276			48,787			289,118			261,227			52,808		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.917	3.115	0.198	2.966	3.586	0.620	3.177	3.678	0.501	2.864	2.926	0.062	2.799	3.471	0.672	3.210	4.107	0.897
Average annual number other deferrals per donor	0.134	0.143	0.009	0.132	0.159	0.028	0.141	0.163	0.022	0.133	0.136	0.003	0.130	0.161	0.031	0.142	0.182	0.040
Average annual number low Hb deferrals per donor	0.071	0.076	0.005	0.069	0.084	0.014	0.074	0.086	0.012	0.071	0.072	0.002	0.069	0.086	0.017	0.075	0.096	0.021
Deferral adjusted number donations per donor	2.709	2.892	0.183	2.764	3.343	0.579	2.961	3.430	0.470	2.657	2.717	0.060	2.597	3.224	0.627	2.992	3.831	0.839
% of donors stop donating	20.1%	17.2%	-2.9%	19.2%	11.1%	-8.1%	16.4%	10.3%	-6.0%	20.8%	19.4%	-1.5%	21.8%	12.3%	-9.5%	15.9%	7.6%	-8.3%
Annual cost per donor, £	24.39	44.41	20.02	26.77	43.61	16.84	28.68	39.37	10.69	23.60	26.27	2.67	23.07	46.43	23.36	28.98	37.11	8.12
Total annual cost (all donors), 000s	8,628	15,711	7,083	784	1,277	493	1,399	1,921	521	6,824	7,595	771	6,027	12,128	6,101	1,530	1,959	429
Total units (all) blood collected, 000s	958	1,023	65	81	98	17	144	167	23	768	785	17	678	842	164	158	202	44
Incremental cost per additional unit blood, £			109			29			23			45			37			10

All females

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	427,265			31,364			50,525			357,780			321,683			55,003		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.191	2.253	0.062	2.122	2.659	0.536	2.292	2.803	0.511	2.168	2.261	0.092	2.126	2.549	0.422	2.318	2.924	0.605
Average annual number other deferrals per donor	0.154	0.159	0.004	0.156	0.195	0.039	0.168	0.206	0.038	0.152	0.158	0.006	0.149	0.178	0.030	0.170	0.215	0.044
Average annual number low Hb deferrals per donor	0.118	0.122	0.003	0.126	0.157	0.032	0.137	0.167	0.030	0.115	0.120	0.005	0.113	0.135	0.022	0.139	0.175	0.036
Deferral adjusted number donations per donor	1.922	1.977	0.055	1.845	2.308	0.463	1.990	2.432	0.442	1.906	1.984	0.079	1.869	2.237	0.368	2.012	2.536	0.524
% of donors stop donating	21.1%	19.8%	-1.3%	22.5%	11.9%	-10.6%	19.0%	9.7%	-9.3%	21.6%	19.1%	-2.5%	22.5%	13.7%	-8.8%	18.5%	8.8%	-9.7%
Annual cost per donor, £	17.99	29.42	11.44	18.67	32.33	13.67	20.14	30.39	10.24	17.58	21.14	3.56	17.24	31.08	13.84	20.38	25.68	5.31
Total annual cost (all donors), 000s	7,685	12,572	4,887	585	1,014	429	1,018	1,535	518	6,289	7,562	1,273	5,546	9,998	4,452	1,121	1,413	292
Total units (all) blood collected, 000s	821	845	23	58	72	15	101	123	22	682	710	28	601	720	118	111	140	29
Incremental cost per additional unit blood, £			210			30			23			45			38			10

Base case results by high demand/standard demand subgroup

Donors with 'high demand' blood types

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	111,948			7,965			12,874			94,258			85,075			13,884		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.595	2.704	0.109	2.604	3.142	0.538	2.779	3.229	0.450	2.564	2.599	0.035	2.518	2.744	0.226	2.804	3.586	0.782
Average annual number other deferrals per donor	0.151	0.157	0.006	0.150	0.181	0.031	0.160	0.185	0.026	0.149	0.151	0.002	0.146	0.160	0.013	0.161	0.206	0.045
Average annual number low Hb deferrals per donor	0.092	0.096	0.004	0.092	0.112	0.019	0.099	0.115	0.016	0.091	0.092	0.001	0.089	0.097	0.008	0.100	0.128	0.028
Deferral adjusted number donations per donor	2.362	2.462	0.100	2.374	2.864	0.489	2.534	2.942	0.408	2.333	2.363	0.030	2.291	2.490	0.199	2.557	3.271	0.714
% of donors stop donating	18.7%	17.1%	-1.7%	19.3%	10.9%	-8.4%	16.5%	9.8%	-6.7%	19.1%	18.0%	-1.2%	19.9%	15.5%	-4.4%	16.1%	7.1%	-9.0%
Annual cost per donor, £	21.57	36.83	15.27	23.34	37.63	14.29	24.91	34.25	9.34	21.02	22.37	1.35	20.64	28.10	7.46	25.13	32.16	7.02
Total annual cost (all donors), 000s	2,414	4,123	1,709	186	300	114	321	441	120	1,981	2,108	127	1,756	2,390	635	349	446	98
Total units (all) blood collected, 000s	264	276	11	19	23	4	33	38	5	220	223	3	195	212	17	35	45	10
Incremental cost per additional unit blood, £			152			29			23			45			37			10

Donors with 'standard demand' blood types

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	669,080			52,675			86,438			552,640			497,835			93,927		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.507	2.633	0.126	2.519	3.101	0.582	2.719	3.233	0.515	2.465	2.551	0.086	2.412	2.647	0.234	2.748	3.491	0.743
Average annual number other deferrals per donor	0.149	0.157	0.008	0.150	0.185	0.035	0.161	0.192	0.031	0.147	0.152	0.005	0.144	0.158	0.014	0.163	0.208	0.044
Average annual number low Hb deferrals per donor	0.104	0.109	0.005	0.108	0.133	0.025	0.116	0.138	0.022	0.102	0.105	0.004	0.099	0.109	0.010	0.118	0.150	0.032
Deferral adjusted number donations per donor	2.265	2.380	0.115	2.275	2.799	0.524	2.457	2.919	0.463	2.226	2.303	0.077	2.179	2.383	0.204	2.483	3.155	0.673
% of donors stop donating	21.0%	18.9%	-2.1%	21.1%	11.6%	-9.5%	17.9%	10.0%	-7.8%	21.6%	19.4%	-2.2%	22.5%	17.6%	-4.9%	17.4%	8.4%	-9.0%
Annual cost per donor, £	20.83	36.18	15.35	22.55	37.90	15.35	24.34	34.97	10.63	20.20	23.67	3.47	19.77	27.41	7.63	24.60	31.27	6.67
Total annual cost (all donors), 000s	13,940	24,208	10,269	1,188	1,996	808	2,104	3,023	919	11,163	13,079	1,915	9,844	13,644	3,800	2,311	2,937	626
Total units (all) blood collected, 000s	1,515	1,592	77	120	147	28	212	252	40	1,230	1,273	43	1,085	1,186	101	233	296	63
Incremental cost per additional unit blood, £			133			29			23			45			37			10

Base case results by 'nursery'/'non-nursery' subgroup

'Nursery' donors

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	283,502			24,022			42,099			228,733			205,326			46,011		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.284	2.400	0.116	2.293	2.918	0.625	2.543	3.078	0.534	2.221	2.397	0.176	2.162	2.755	0.593	2.577	3.236	0.659
Average annual number other deferrals per donor	0.139	0.146	0.007	0.140	0.178	0.038	0.154	0.186	0.032	0.101	0.145	0.044	0.131	0.167	0.036	0.156	0.196	0.040
Average annual number low Hb deferrals per donor	0.106	0.111	0.005	0.110	0.140	0.030	0.120	0.145	0.025	0.136	0.110	-0.025	0.099	0.126	0.027	0.122	0.153	0.031
Deferral adjusted number donations per donor	2.052	2.157	0.106	2.058	2.618	0.560	2.287	2.764	0.477	1.995	2.152	0.157	1.942	2.477	0.534	2.316	2.909	0.593
% of donors stop donating	24.3%	22.2%	-2.1%	24.3%	13.2%	-11.1%	20.0%	11.2%	-8.9%	25.4%	21.4%	-4.1%	26.6%	15.2%	-11.4%	19.5%	10.3%	-9.2%
Annual cost per donor, £	18.98	32.95	13.97	20.51	36.94	16.43	22.77	33.75	10.98	18.48	25.29	6.80	17.73	37.77	20.04	23.07	28.97	5.91
Total annual cost (all donors), 000s	5,382	9,342	3,960	493	887	395	959	1,421	462	4,228	5,784	1,556	3,640	7,754	4,114	1,061	1,333	272
Total units (all) blood collected, 000s	582	612	30	49	63	13	96	116	20	456	492	36	399	509	110	107	134	27
Incremental cost per additional unit blood, £			132			29			23			43			37			10

'Non-nursery' donors

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	497,526			36,618			57,213			218,165			377,584			61,800		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.654	2.782	0.128	2.685	3.230	0.545	2.861	3.347	0.486	2.295	2.338	0.043	2.572	3.075	0.502	2.888	3.703	0.815
Average annual number other deferrals per donor	0.156	0.163	0.008	0.156	0.188	0.032	0.166	0.194	0.028	0.157	0.161	0.003	0.151	0.181	0.030	0.168	0.215	0.047
Average annual number low Hb deferrals per donor	0.099	0.104	0.005	0.102	0.123	0.021	0.108	0.127	0.018	0.110	0.112	0.002	0.096	0.115	0.019	0.110	0.141	0.031
Deferral adjusted number donations per donor	2.408	2.525	0.117	2.440	2.932	0.493	2.599	3.039	0.440	2.031	2.067	0.036	2.333	2.790	0.457	2.623	3.365	0.742
% of donors stop donating	18.5%	16.6%	-2.0%	18.6%	10.4%	-8.2%	16.0%	9.1%	-6.8%	18.9%	17.6%	-1.2%	19.7%	11.9%	-7.9%	15.6%	6.7%	-8.9%
Annual cost per donor, £	22.04	38.16	16.11	24.05	38.45	14.41	25.62	35.70	10.08	18.61	20.23	1.61	21.07	38.15	17.08	25.86	33.16	7.31
Total annual cost (all donors), 000s	10,968	18,985	8,017	881	1,408	528	1,466	2,042	577	4,060	4,412	352	7,956	14,406	6,450	1,598	2,050	452
Total units (all) blood collected, 000s	1,198	1,256	58	89	107	18	149	174	25	443	451	8	881	1,053	172	162	208	46
Incremental cost per additional unit blood, £			138			29			23			45			37			10

Base case results by age**Donors aged 17-30**

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	188,744			21,367			36,168			143,638			128,878			39,601		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.129	2.237	0.108	2.225	2.935	0.710	2.487	3.176	0.689	2.013	2.326	0.313	1.931	2.741	0.810	2.530	3.367	0.837
Average annual number other deferrals per donor	0.127	0.134	0.006	0.136	0.179	0.043	0.150	0.191	0.042	0.120	0.139	0.019	0.115	0.163	0.048	0.153	0.203	0.051
Average annual number low Hb deferrals per donor	0.108	0.113	0.005	0.114	0.150	0.036	0.125	0.159	0.035	0.102	0.118	0.016	0.097	0.138	0.041	0.128	0.170	0.042
Deferral adjusted number donations per donor	1.908	2.007	0.099	1.993	2.628	0.634	2.232	2.848	0.616	1.803	2.083	0.280	1.731	2.460	0.729	2.270	3.024	0.755
% of donors stop donating	27.8%	25.6%	-2.2%	25.6%	12.8%	-12.8%	21.1%	10.0%	-11.0%	30.1%	22.9%	-7.2%	31.7%	15.7%	-16.0%	20.3%	9.1%	-11.2%
Annual cost per donor, £	17.74	30.75	13.00	19.93	38.57	18.64	22.29	36.51	14.21	16.54	29.16	12.61	15.87	43.26	27.39	22.68	30.22	7.54
Total annual cost (all donors), 000s	3,349	5,803	2,455	426	824	398	806	1,320	514	2,376	4,188	1,811	2,046	5,575	3,529	898	1,197	299
Total units (all) blood collected, 000s	360	379	19	43	56	14	81	103	22	259	299	40	223	317	94	90	120	30
Incremental cost per additional unit blood, £			132			29			23			45			38			10

Donors aged 31-45

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	205,505			16,782			26,936			169,311			153,076			29,119		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.392	2.511	0.119	2.485	3.092	0.607	2.687	3.231	0.543	2.332	2.482	0.150	2.274	2.886	0.612	2.721	3.488	0.767
Average annual number other deferrals per donor	0.143	0.150	0.007	0.147	0.182	0.036	0.158	0.190	0.032	0.140	0.149	0.009	0.136	0.173	0.037	0.160	0.205	0.045
Average annual number low Hb deferrals per donor	0.100	0.105	0.005	0.101	0.126	0.025	0.109	0.131	0.022	0.098	0.104	0.006	0.095	0.121	0.026	0.110	0.142	0.031
Deferral adjusted number donations per donor	2.160	2.268	0.108	2.251	2.800	0.549	2.435	2.925	0.491	2.104	2.239	0.135	2.052	2.606	0.555	2.465	3.163	0.698
% of donors stop donating	22.3%	20.2%	-2.1%	21.3%	11.6%	-9.7%	18.1%	10.0%	-8.1%	23.2%	20.0%	-3.1%	24.2%	13.7%	-10.5%	17.6%	8.4%	-9.2%
Annual cost per donor, £	19.88	34.47	14.59	22.25	38.32	16.06	24.07	35.33	11.26	19.11	25.18	6.06	18.64	39.41	20.77	24.37	31.26	6.90
Total annual cost (all donors), 000s	4,085	7,083	2,998	373	643	270	648	952	303	3,236	4,263	1,027	2,853	6,032	3,179	710	910	201
Total units (all) blood collected, 000s	444	466	22	38	47	9	66	79	13	356	379	23	314	399	85	72	92	20
Incremental cost per additional unit blood, £			135			29			23			45			37			10

Donors aged 46-60

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	267,856			15,223			24,842			231,089			208,496			26,838		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.701	2.833	0.132	2.785	3.254	0.469	2.940	3.292	0.352	2.673	2.657	-0.015	2.632	3.064	0.431	2.958	3.639	0.681
Average annual number other deferrals per donor	0.159	0.167	0.008	0.161	0.188	0.027	0.171	0.191	0.020	0.158	0.157	-0.001	0.155	0.180	0.025	0.172	0.211	0.040
Average annual number low Hb deferrals per donor	0.096	0.101	0.005	0.096	0.112	0.016	0.102	0.114	0.012	0.096	0.095	-0.001	0.094	0.110	0.015	0.103	0.126	0.024
Deferral adjusted number donations per donor	2.452	2.573	0.121	2.537	2.963	0.427	2.677	2.996	0.319	2.426	2.412	-0.014	2.389	2.782	0.393	2.692	3.313	0.621
% of donors stop donating	17.4%	15.4%	-2.0%	17.0%	10.4%	-6.6%	14.8%	9.9%	-4.8%	17.7%	17.8%	0.1%	18.3%	12.0%	-6.4%	14.5%	7.4%	-7.2%
Annual cost per donor, £	22.41	38.89	16.48	24.91	37.37	12.46	26.29	33.59	7.30	21.87	21.24	-0.63	21.54	36.23	14.69	26.45	32.54	6.10
Total annual cost (all donors), 000s	6,002	10,416	4,414	379	569	190	653	835	181	5,054	4,908	-146	4,491	7,554	3,062	710	873	164
Total units (all) blood collected, 000s	657	689	32	39	45	6	66	74	8	561	557	-3	498	580	82	72	89	17
Incremental cost per additional unit blood, £			136			29			23			45			37			10

Donors aged 60+

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	118,923			7,268			11,366			102,860			92,460			12,253		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.952	3.089	0.137	2.995	3.332	0.337	3.115	3.290	0.175	2.937	2.783	-0.154	2.913	3.167	0.254	3.120	3.683	0.563
Average annual number other deferrals per donor	0.175	0.183	0.008	0.176	0.196	0.020	0.183	0.193	0.010	0.175	0.166	-0.009	0.173	0.188	0.015	0.183	0.216	0.033
Average annual number low Hb deferrals per donor	0.100	0.105	0.005	0.100	0.111	0.011	0.104	0.109	0.006	0.100	0.095	-0.005	0.099	0.108	0.009	0.104	0.123	0.019
Deferral adjusted number donations per donor	2.680	2.805	0.125	2.723	3.030	0.307	2.832	2.991	0.159	2.666	2.526	-0.140	2.643	2.874	0.231	2.837	3.348	0.512
% of donors stop donating	13.7%	12.0%	-1.7%	14.0%	9.7%	-4.3%	12.5%	10.1%	-2.4%	13.8%	16.0%	2.2%	14.1%	10.8%	-3.3%	12.4%	7.0%	-5.4%
Annual cost per donor, £	24.44	42.18	17.74	26.71	35.67	8.95	27.78	31.41	3.63	23.98	17.72	-6.27	23.79	32.42	8.63	27.83	32.85	5.02
Total annual cost (all donors), 000s	2,906	5,016	2,110	194	259	65	316	357	41	2,467	1,822	-645	2,199	2,997	798	341	402	61
Total units (all) blood collected, 000s	319	334	15	20	22	2	32	34	2	274	260	-14	244	266	21	35	41	6
Incremental cost per additional unit blood, £			142			29			23			45			37			10

Base case results by ethnicity**Donors of white ethnicity**

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	724,880			53,356			85,888			607,348			548,387			93,000		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.517	2.635	0.118	2.553	3.117	0.564	2.742	3.257	0.515	2.477	2.560	0.084	2.426	2.959	0.532	2.770	3.535	0.765
Average annual number other deferrals per donor	0.148	0.155	0.007	0.149	0.182	0.033	0.160	0.190	0.030	0.116	0.151	0.035	0.143	0.175	0.031	0.161	0.206	0.045
Average annual number low Hb deferrals per donor	0.100	0.105	0.005	0.102	0.125	0.023	0.109	0.130	0.021	0.129	0.102	-0.027	0.096	0.118	0.021	0.111	0.141	0.031
Deferral adjusted number donations per donor	2.279	2.387	0.108	2.315	2.825	0.510	2.488	2.952	0.464	2.242	2.316	0.075	2.196	2.679	0.483	2.513	3.209	0.696
% of donors stop donating	20.6%	18.7%	-1.9%	20.4%	11.3%	-9.1%	17.3%	9.6%	-7.7%	21.2%	19.1%	-2.1%	22.1%	13.0%	-9.1%	16.9%	7.8%	-9.1%
Annual cost per donor, £	20.92	36.06	15.14	22.87	37.79	14.91	24.57	35.23	10.66	20.55	23.67	3.11	19.89	37.97	18.07	24.82	31.69	6.87
Total annual cost (all donors), 000s	15,166	26,142	10,976	1,220	2,016	796	2,110	3,026	915	12,484	14,374	1,890	10,908	20,820	9,911	2,308	2,948	639
Total units (all) blood collected, 000s	1,652	1,730	78	124	151	27	214	254	40	1,361	1,407	45	1,204	1,469	265	234	298	65
Incremental cost per additional unit blood, £			141			29			23			42			37			10

Donors of black or mixed black ethnicity

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	8,315			1,179			2,152			5,621			4,725			2,457		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.274	2.630	0.356	2.054	2.883	0.829	2.368	2.813	0.445	2.217	2.116	-0.100	2.113	2.812	0.700	2.421	3.069	0.648
Average annual number other deferrals per donor	0.154	0.179	0.024	0.139	0.196	0.056	0.160	0.190	0.030	0.108	0.144	0.036	0.143	0.191	0.048	0.164	0.208	0.044
Average annual number low Hb deferrals per donor	0.149	0.172	0.023	0.133	0.187	0.054	0.152	0.180	0.028	0.189	0.140	-0.050	0.139	0.185	0.046	0.156	0.198	0.042
Deferral adjusted number donations per donor	1.983	2.295	0.311	1.790	2.515	0.725	2.070	2.462	0.393	1.932	1.839	-0.094	1.843	2.455	0.613	2.115	2.676	0.561
% of donors stop donating	25.3%	18.5%	-6.7%	29.6%	13.9%	-15.7%	23.7%	15.6%	-8.1%	26.3%	27.4%	1.0%	28.4%	15.2%	-13.2%	22.6%	12.5%	-10.1%
Annual cost per donor, £	18.80	40.13	21.33	18.21	39.64	21.43	21.03	30.15	9.12	18.45	13.85	-4.59	17.25	40.36	23.11	21.50	27.20	5.71
Total annual cost (all donors), 000s	156	334	177	21	47	25	45	65	20	104	78	-26	81	191	109	53	67	14
Total units (all) blood collected, 000s	16	19	3	2	3	1	4	5	1	11	10	-1	9	12	3	5	7	1
Incremental cost per additional unit blood, £			69			30			23			49			38			10

Donors of Asian or mixed Asian ethnicity

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	21,727			3,533			6,463			13,811			12,071			7,234		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.517	2.701	0.184	2.352	3.025	0.673	2.623	3.109	0.486	2.433	2.640	0.208	2.364	2.926	0.562	2.666	3.275	0.609
Average annual number other deferrals per donor	0.175	0.188	0.013	0.163	0.210	0.047	0.179	0.212	0.033	0.084	0.185	0.101	0.165	0.204	0.039	0.182	0.224	0.042
Average annual number low Hb deferrals per donor	0.155	0.166	0.011	0.147	0.189	0.042	0.158	0.188	0.029	0.237	0.164	-0.074	0.146	0.181	0.035	0.161	0.198	0.037
Deferral adjusted number donations per donor	2.200	2.365	0.165	2.055	2.639	0.584	2.300	2.728	0.428	2.122	2.302	0.180	2.062	2.558	0.496	2.338	2.871	0.532
% of donors stop donating	21.8%	18.8%	-3.0%	24.7%	13.2%	-11.5%	20.3%	12.7%	-7.7%	23.2%	18.9%	-4.2%	24.4%	14.7%	-9.7%	19.6%	11.4%	-8.2%
Annual cost per donor, £	20.76	37.70	16.94	20.85	38.10	17.25	23.27	33.21	9.93	20.49	27.93	7.44	19.22	37.92	18.70	23.66	29.05	5.39
Total annual cost (all donors), 000s	451	819	368	74	135	61	150	215	64	283	386	103	232	458	226	171	210	39
Total units (all) blood collected, 000s	48	51	4	7	9	2	15	18	3	29	32	2	25	31	6	17	21	4
Incremental cost per additional unit blood, £			102			30			23			41			38			10

Donors of other ethnicity or not stated

	Strategy 1: Health report			Strategy 2: Weekend opening of static centres			Strategy 3: Evening opening of static centres			Strategy 4: Weekend opening of mobile sessions			Strategy 5: Evening opening of mobile sessions			Strategy 6: Reduce minimum donation interval at static centres		
Number of donors affected	26,106			2,572			4,809			20,118			17,727			5,120		
	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment	Status quo	After service change	Increment
Average annual visits predicted per donor	2.679	2.846	0.167	2.516	3.108	0.592	2.746	3.151	0.405	2.662	2.555	-0.107	2.599	3.130	0.531	2.772	3.454	0.682
Average annual number other deferrals per donor	0.163	0.173	0.010	0.151	0.186	0.036	0.163	0.187	0.024	0.123	0.156	0.033	0.158	0.191	0.032	0.164	0.205	0.040
Average annual number low Hb deferrals per donor	0.105	0.112	0.007	0.103	0.128	0.024	0.111	0.128	0.016	0.143	0.100	-0.044	0.102	0.122	0.021	0.112	0.140	0.028
Deferral adjusted number donations per donor	2.425	2.577	0.152	2.279	2.815	0.536	2.492	2.851	0.360	2.408	2.310	-0.098	2.352	2.831	0.479	2.516	3.135	0.619
% of donors stop donating	18.9%	16.3%	-2.6%	21.8%	12.3%	-9.5%	18.2%	11.4%	-6.8%	19.1%	20.3%	1.2%	20.1%	11.6%	-8.5%	17.8%	9.4%	-8.4%
Annual cost per donor, £	22.26	39.75	17.49	22.55	38.24	15.69	24.63	32.89	8.26	22.12	17.38	-4.75	21.29	39.21	17.92	24.86	30.99	6.12
Total annual cost (all donors), 000s	581	1,038	457	58	98	40	118	158	40	445	350	-95	377	695	318	127	159	31
Total units (all) blood collected, 000s	63	67	4	6	7	1	12	14	2	48	46	-2	42	50	8	13	16	3
Incremental cost per additional unit blood, £			115			29			23			48			37			10