

Council of Governors (in Public) Item 12.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 7th March 2023
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Elaine Holme, Public Governor – Merseyside and Chair of Membership and Communications Sub Committee
Purpose of Report: To Note

1. Executive Summary

The Membership and Communications Sub-Committee met on 9th February 2023 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- A campaign to raise awareness of the importance of heart health in women is planned and will link closely with the Trust's Cardiovascular Disease (CVD) prevention programme. This will commence with an event for the Women's Institute in Ainsdale on 1st March 2023.
- Discussions will take place with the Trust's Prevention team to discuss opportunities for engagement with sports clubs and grassroots organisations.
- The Membership and Community calendar for 2023/24 was discussed and is attached within this report for information (13.1a).
- It was discussed and agreed that the hospital newsletter would be renamed from 'Members Matters' to 'LHCH Matters'. This is the sole newsletter for our patients, staff and communities. It is hoped that this subtle tweak will include everyone with an interest in Liverpool Heart and Chest Hospital.

A more detailed note of the discussion and the 'hot topics' are highlighted within this report.

2. Hot Topics of the meeting held on the 9th February 2023

Membership Analysis

It was highlighted that 8,772 public members were registered on 31st January 2023 which exceeded the minimum target of 8,000 public members. It was noted that all key performance indicators had been met year to date.

Membership Strategy – Progress against Key Performance Indicators (Year to Date)

Membership Report as at 31st January 2023

Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target		
				(+/-)	(%)
Public Members	8,000	8,772*		+772	+9.65%

Staff Members	1,833	1,833		-	-
TOTAL	9,833	10,605		+772	+7.85%

Key

	Under representation (under target greater than 5%)
	Slightly under representation (within 1.1%-5% of target)
	On target or over representation (within 1% of the target or above target)

Please note that the staff membership is measured on staff opt outs. To date, the Trust has received no staff opt outs.

Membership Communications, Recruitment and Engagement Plan

2022/23

Women and Heart Disease

A pilot event, which is a link up with the Women's Institute (WI), will take place on Wednesday 1st March at 2pm at Sacred Heart Church Hall, Liverpool Road, Ainsdale, PR8 3PP. Zoe McIntosh, Clinical Specialist for CVD and Respiratory Prevention will provide a heart health talk and opportunity for health checks and advice at the end of the session.

2023/24

Membership and Community Calendar

The attached membership and community calendar for 2023/24 was discussed and approved as a plan for the forthcoming financial year. Consideration will be given to raising the profile of lung health checks in the areas that this service had recently launched. In addition to this, re-visiting and exploring the feasibility of an awareness talk in collaboration with Clatterbridge Cancer Centre on Cardio-Oncology and working with the prevention team to seek the best way of engaging with sports clubs and grassroots organisations.

Heart Failure Virtual Talk – May 2023

A virtual health talk has been organised with the Trust's Heart Failure team to coincide with Heart Failure week early May. A confirmed date and time will follow.

Disability Awareness Day – 16th July 2023, Walton Hall Gardens, Warrington

LHCH attendance at this event would be supported by the sub committee once again subject to volunteers being available for the day. If governors could please support the event for a couple of hours please contact Trevor Wooding, Senior Governor.

Members Matters Refresh

It was discussed that the latest edition had been published and circulated electronically and was available on the Trust website. Publication of this had been promoted using a range of communication channels.

It was noted that 'Members Matters' had been the Trust's sole newsletter for many years. The aim of the newsletter was to share stories, celebrate achievements and highlight the latest news from Liverpool Heart and Chest Hospital. The publication is currently shared widely includes:

- Patients
- Family members
- Visitors
- Foundation Trust members
- Members of Team LHCH
- LHCH volunteers
- Board of Directors
- Council of Governors
- Stakeholders
- The wider community and general public.

It was discussed and agreed that altering the title of the newsletter would make it clearer that the newsletter was aimed at and open to all with an interest of the hospital.

It was also agreed the description of the newsletter would be altered to:

*The newsletter for our patients, staff and communities of
Liverpool Heart and Chest Hospital*



The above is a mock up of what the change will look like. However, the title of the hospital, within the description, would be enlarged to make it clearer that 'LHCH' related to Liverpool Heart and Chest Hospital.

Date and time for the next meeting (virtual)

Thursday 4th May 2023, 11am

3. Recommendations

The Council of Governors is asked to note the contents of the report.