

Council of Governors (in Public)

Item 14.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 6th June 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 4th May 2023 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved for the end of the year.
- A campaign to raise awareness of the importance of heart health in women commenced in conjunction with International Women's Day (8th March). This programme linked closely with the Trust's Cardiovascular Disease (CVD) prevention programme. The first event was held for the Women's Institute on 1st March in Ainsdale. Future events are organised for later this year including a new partnership with Liverpool Soroptomists in planning stages.
- Work of the Membership and Communications Sub Committee, to support the delivery of the Trust's strategy to improve population health, had been selected to be showcased at the national NHS Providers Governor Focus Conference on 23rd May 2023 in London. This work had been led by Dorothy Burgess, Deputy Chair of the sub committee and it was hoped that this would support other Trusts in their membership and community engagement plans.
- A successful Heart Failure virtual event was held on 4th May, to mark Heart Failure Awareness week, and supported by the multidisciplinary Heart Failure team. This event was well attended and feedback very positive.
- The Trust had been invited to attend the Pan Liverpool Membership and Engagement Group. The purpose of the group is to explore the possibility of collaborative working between Trusts in this area. It was approved by the sub committee that representatives of the sub committee would attend the next meeting which would focus on generating a terms of reference and to consider the scope of creating a calendar / register of engagement events across the city for 2023/24.
- It was discussed that priority of the sub committee over the next twelve months would be on reviewing the Trust's Membership Strategy.

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 4th May 2023

Membership Analysis

It was highlighted that 8,724 public members were registered on 31st March 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.







Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target	
			(+/-)	(%)
Public Members	8,000	8,724	+724	+9.05%
Staff Members	1,872	1,872	-	-
TOTAL	9,872	10,596	+724	+7.3%

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)

Membership Strategy – Progress against Key Performance Indicators (End of Year 2022/23)

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

Performance Indicator	End of Year Position at 31 st March 2023	Status
Minimum number of 8,000 public members	8,724	
Annual churn rate (public members removed) <5%	355 (4.06%)	
Staff opt outs = nil	0	
Elections	Staff – Registered and Non Registered Nurses	
National Average (from CES)	Contested election – 3 candidates for 2 seats	
Average Public turnout is 10-15%	Turnout – 20.2%	
Average Staff turnout is 15-20%	Public – Cheshire Uncontested (1 candidate for 1 seat)	
Results and Return Rate from bi-annual Membership Survey to match or show improvements (1.4% in 2021 –	Next member experience feedback form scheduled for autumn 2023.	

Survey included request for patient experiences).		
Fully Functioning Council of Governors	<ul style="list-style-type: none"> • Yes – met quorum set in constitution • 24 out of 25 seats currently filled in Council of Governors. 	

3. LHCH Charity Update

Mary Liley, Head of Fundraising provided an update on the work of LHCH Charity and noted that the community events had been very popular. For example, there was currently a waiting list for participants wishing to do Tough Mudder. It was added that a team planning session would be undertaken shortly and the charity was keen to work more extensively on corporate fundraising. There were a number of exciting initiatives in planning stages and work was ongoing with the Consultant's Fundraising Group.

4. Membership Communications, Recruitment and Engagement Plan

4.1 Supporting LHCH Cardiovascular Disease Prevention

It was reported that the possibility of providing more CPR and Defibrillator education sessions in the community had been explored. It was concluded that although the clinical team would be keen to help if approached that they did not have the resources to offer a wider programme. The Strategic Partnerships team were particularly keen to deliver CVD and Respiratory prevention sessions within the community. In addition to this, opportunistic testing for blood pressure, bmi and cholesterol testing. It was explained that it would be beneficial for all if the sub committee could support this work and it was agreed that this would be a key focus moving forward.

4.2 Raising awareness of CPR & Defibrillator Training

An opportunity to include content in a local community newsletter entitled 'Birkdale Buzz' to raise awareness of what to do in the event of a sudden cardiac arrest. In particular, it was discussed to consider including where the local defibrillators were. This would be explored and taken forward.

4.3 2022/23 Members Calendar

-Women and Heart Disease

Dorothy Burgess provided an update on the CVD prevention talk that took place on 1st March with the Women's Institute in Ainsdale. It had been a great success and plans were underway for future events (below).

4.4 2023/24 Membership and Community Calendar

The Membership and Community Calendar for 2023/24 was discussed. This is attached for reference (14.1a).

-Heart Failure Virtual Talk – 4th May 2023

Gill Donnelly noted that a virtual talk had taken place immediately prior to the meeting. The event had been very well attended and the talk had been received. Thanks was offered to the Heart Failure team who had provided the presentations.

-NHS Providers Governor Focus Conference Showcase

It was noted that Dorothy Burgess, Trevor Wooding and Michelle Beaver would be attending the conference and supporting the showcase. The Trust had been selected to feature as a finalist as a result of its community engagement linked to support the Trust's strategy to improve population health.

-Asthma Feature

It was noted work was underway to draft the above to mark Breathe Easy week in June.

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

The above event was discussed and will be co-ordinated by Trevor Wooding. Governor volunteers are welcomed to support the day.

-LJMU Event – Autumn 2023

It was discussed, following the success of last year's event, that it was hoped that this event would be possible again this year.

-WI Talk in Formby on CVD Prevention – 11th October 2023

This has been organised and will follow a similar format to the session held in Ainsdale.

-Liverpool Soroptomists Talk – CVD Prevention – Autumn 2023

An approach had been received from the above group following the social media post made highlighting the event held with the WI to promote the importance of CVD prevention. It was confirmed a meeting will be held in June with the project group to organise this event for later in the year.

5. Review of Membership Strategy

It was noted that the above document was due for review and this would be a priority of the sub committee over the next twelve months. The sub committee agreed to support this work and timescale.

6. Pan Liverpool Membership Group

It was discussed the Trust had been invited to attend the above group and it was agreed that there would be value in working together collaboratively. It was approved by the sub committee that representatives of the sub committee would attend the next meeting which would focus on generating a terms of reference and to consider the scope of creating a calendar / register of engagement events across the city for 2023/24.

7. LHCH Website Re-design

It was discussed that the LHCH Website re-design project was underway and thanked governors who took the time to attend a focus group. It was added that more views would be welcomed and would ask if governors could take a couple of minutes to complete the survey then this would be appreciated.

8. LHCH Matters Spring Edition

It was explained that the latest edition had been distributed by post and electronically. Suggestions for inclusion in the next edition were welcomed

9. Date and time for the next meeting (virtual)

Thursday 24th August 2023 at 10am via Microsoft Teams

10. Recommendations

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