

Council of Governors (in Public)

Item 15.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 19th September 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 24th August 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 launched earlier this year is growing from strength to strength. This programme links closely with the Trust's Cardiovascular Disease (CVD) prevention programme. The next event will be held for the Women's Institute on 11th October in Formby and another has been organised in partnership with Liverpool Soroptomists at LHCH on 14th October.
- Governors had attended the Disability Awareness Day on 16th July 2023 at Walton Hall Gardens, Warrington. It was a successful day with new members recruited and offered the opportunity to promote LHCH whilst engaging with members of the community. Governors are looking forward to attending the Freshers Fair at Liverpool John Moores University on 8th September.
- Initial thoughts on the Trust's revised Membership Strategy were presented to the sub committee and feedback invited to help shape this.
- Thanks was offered to Dorothy Burgess and Trevor Wooding for their attendance, commitment, enthusiasm and endless support in implementing this workplan over the years. Both will be completing their terms of office at the Annual Members' Meeting on 25th September 2023.
- LHCH Charity provided an update on the exciting work underway.
- The new LHCH website (www.lhch.nhs.uk) was scheduled to be launched early September.
- The next edition of LHCH Matters will be published over the autumn and will include the Member Experience Feedback Form circulated every two years.
- Governors interested in joining the sub committee should contact Elaine Holme, Public Governor – Merseyside and Chair of the sub committee or Gill Donnelly, Membership and Communications Officer.
- Thanks to all governors who have supported a busy year to date of recruitment and health promotion events and made them possible.

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 24th August 2023

2.1 Membership Analysis

It was highlighted that 8,712 public members were registered on 16th August 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	8,712	+712	+8.9%
Staff Members	1,871	1,871	-	-
TOTAL	9,871	10,583	+712	+6.72%

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 (Year to Date 2022/23)

Performance Indicator	Year to Date Position at 16 th August 2023	Status
Minimum number of 8,000 public members	8,712	
Annual churn rate (public members removed) <5%	77 (0.88%)	
Staff opt outs = nil	0	
Elections	<u>Elections 2023</u>	
National Average (from CES) 2022*	<u>Staff</u>	
Average Public turnout is 10-15%	Registered and Non Registered Nurses	
Average Staff turnout is 15-20%	Contested – 2 candidates for 1 seat	
*Awaiting 2023 figures from CES	Turnout – 14.5%	

<i>although early indications are that this will reduce.</i>	AHP, Technical & Scientific Contested election – 2 candidates for 1 seat in both elections Turnout – 20.6% Registered Medical Practitioners (1 seats) & Non Clinical (2 seats) uncontested and successfully filled. Public Merseyside – Contested - 6 candidates for 5 seats Turnout – 9.9% North Wales – Contested - 3 candidates for 2 seats Turnout – 11.7%	
Results and Return Rate from bi-annual Membership Survey to match or show improvements (1.4% in 2021 – Survey included request for patient experiences).	Next member experience feedback form scheduled for autumn 2023.	
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. 25 will be filled at the end of AMM 2023. 	

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

A report was provided which outlined representation of the Trust's membership compared with the general population. It was highlighted that the membership was on the whole well represented of the population however improvement could be made by focusing on attracting new members aged 17-21 or 30-59 years.

2.2 LHCH Charity Update

An update was provided on the work of LHCH Charity and this included:

- LHCH Charity, despite the difficult economic climate, has raised more than its targeted income year to date.
- Autumn Newsletter and Charity Christmas Catalogue (including Christmas cards) are prepared and due to be sent out the last week of August.
- LHCH Charity website is currently being refreshed.
- Charitable Funds Committee and Board of Directors have approved the plans for the commencement of a £5.5 million campaign to provide a dedicated Cath Lab as a dedicated space for the treatment of young people with complex heart disease. Further large capital campaigns are also in the planning stages.
- The team are still looking for knitted goods for our Christmas Goods Sale. Donations will be gratefully received.

2.3 Membership Communications, Recruitment and Engagement Plan

Supporting LHCH Cardiovascular Disease Prevention -Women and Heart Disease

A campaign to raise awareness of the importance of heart health in women launched earlier this year is growing from strength to strength. This programme links closely with the Trust's

Cardiovascular Disease (CVD) prevention programme. The next event will be held for the Women's Institute on 11th October in Formby and an event has been organised in partnership with Liverpool Soroptomists at LHCH on 14th October. The details of both events were discussed.

CPR Awareness

It was confirmed that an article in the next edition of Birkdale Buzz had been included to raise awareness of the steps to take in the event of a cardiac arrest.

2023/24 Membership and Community Calendar

- **Lung Health Feature – June 2023**
This had been shared in the summer edition of LHCH Matters and promoting Breathing Point.
- **Disability Awareness Day- 16th July 2023, Walton Hall Gardens**
Governors had attended the Disability Awareness Day on 16th July 2023 at Walton Hall Gardens, Warrington. It was a successful day with new members recruited and offered the opportunity to promote LHCH whilst engaging with members of the community. Thanks to governors for their support.
- **LJMU Event – 8th September 2023**
The sub committee was pleased that governors have been invited to attend the Freshers Fair at Liverpool John Moores University on 8th September to promote membership.

Forthcoming Dates for the Diary

- **Annual Members' Meeting – 25th September 2023, 4pm via Teams**
- **World Diabetes Day – 14th November 2023**

2.4 Review of Membership Strategy

Initial thoughts were shared with the sub committee and are attached for information. It was agreed that the draft strategy would be presented the next Membership and Communications Sub Committee meeting towards the end of this year and approval would be sought by the Council of Governors following this.

Comments are welcomed on the attached by contacting Gill Donnelly, Membership and Communications Officer.

2.5 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. Regular updates will be provided at this meeting. Elaine Holme and Gill Donnelly will represent the LHCH at this forum.

2.6 LHCH Website Re-design

It was discussed that the LHCH Website re-design project was underway. The new website (www.lhch.nhs.uk) will 'go live' early September.

2.7 LHCH Matters Autumn Edition

The next edition will be published in October 2023. Suggestions for inclusion in the next edition were welcomed. The next edition would will include the Member Experience Feedback Form circulated every two years.

2.8 Date and time for the next meeting (virtual)

November TBC via Microsoft Teams

3. Recommendations

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

Governors who may be interested in joining the sub committee are invited to speak to Elaine Holme, Chair of the Membership and Communications Sub Committee or Gill Donnelly, Membership and Communications Officer for more information.