

Council of Governors (in Public)

Item 14.1

Subject: Membership and Communications Sub-Committee Update
Date of Meeting: Tuesday 5th December 2023
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Dorothy Price, Staff Governor – AHP, Technical & Scientific
Purpose of Report: To Note

1. Executive Summary

The Membership and Communications Sub-Committee have reviewed the revised Terms of Reference for the Sub Committee.

The refreshed Terms of Reference incorporates the following changes:

- A broader outlook on the focus of the communication and engagement work of the Sub Committee. The previous version referred to Membership. However, this revised version has made reference to the public at large too. This follows the publication of the Addendum to your statutory duties in October 2022.
- Expansion of eligibility for Chair and Deputy Chair roles. These were previously restricted to an elected Public Governor however, Staff Governors are now eligible in this amendment.
- Membership has been widened to incorporate a representative from LHCH Charity team to keep up to date with the work of the charity and to consider opportunities for joint working.

The Council of Governors is requested to approve the updated Terms of Reference for its Membership and Communications Sub-Committee.

2. Recommendations

The Council of Governors is asked to approve the updated Terms of Reference.

Governors who may be interested in joining the sub committee are invited to speak to Gill Donnelly, Membership and Communications Officer for more information.

Council of Governors Membership and Communications Sub Committee Terms of Reference

1. Constitution and Remit:

The Council of Governors has established this Sub Committee to support the development and delivery of the Membership Strategy and to facilitate effective communication and engagement with members and the public at large.

2. Objectives and Duties: Membership Strategy:

- Review the Membership Strategy on behalf of the Council of Governors on a regular basis but at least every two years. The Membership Strategy should be in line with the Trust's strategy.
- Publish an annual membership report at the Annual Members' Meeting including strategy and progress made.
- Set criteria for monitoring the success of the Membership Strategy and its implementation – this may include measures on minimum membership levels, representation, turnover and levels of engagement including election outcomes.
- Recommend and coordinate the delivery of plans to improve representation in demographic groups, as identified, or geographical area.
- Evaluate the effectiveness of member recruitment and engagement activities to inform future plans.
- Review and clarify what is wanted from members, through Members Feedback Form, and design communications around this.
- Evaluate current communication processes (community based meetings; use of website, mailings and IT communications) and identify / recommend best practice.
- Review and contribute to the 'LHCH Matters' newsletter distributed to all members (public and staff) and the wider LHCH community.
- Hold a series of topical health events open to both members and members of the public with the overall aim of improving population health.

3. Membership:

- Chair – an elected Governor
- Deputy Chair (nominated from membership)

- Up to 8 elected Governors (Public/Staff) or Nominated Governors (Partner Organisations). Ideally this would include representation from the geographical areas of Cheshire, Merseyside and North Wales.
- Communications & Membership Officer
- LHCH Charity Representative

Public and staff members may be invited to participate in the work of the Sub Committee, at the request of the Chair.

4. Quorum

A minimum of 4 members including the Chair or nominated deputy.

5. Frequency:

The Sub Committee will meet quarterly – additional meetings may be called by the Chair if required by members of the Sub Committee.

6. Authority:

The Sub Committee will make recommendations to the Council of Governors and the Board of Directors as appropriate. Any costs / resources incurred must be approved by the Head of Communications.

7. Reporting:

The Group will provide a written summary progress report 'Hot Topics' to the Council of Governors on a quarterly basis in addition to a Membership Report to the Annual Members' Meeting.

8. Conduct of Meetings:

- A note of actions will be kept by the Membership Officer who will provide administrative support to the meetings.
- Standing agenda items will include: - Matters Arising - Membership Analysis Report – Membership Communications, Recruitment and Engagement Plan – LHCH Matters – Any Other Business

Revised November 2023