

Item 4.3b Membership Communications, Recruitment & Engagement Plan 2018/19

Timescale	Action	Primary Objective	Constituency	Lead(s)	Governor Attendees	Status	Anticipated Outcome
Commencing early 2018 – monthly basis	Promotion of membership on Charity E-newsletter	To recruit new members	ALL	Gill Donnelly, Membership & Communications Officer & Mary Liley, Head of Fundraising	N/A	In process	30 new members per annum
Commencing spring /summer 2018	Onsite recruitment and membership display including via new hotboards, membership forms in family rooms and LHCH Website/Social Media	To recruit new members	ALL	Membership Office	N/A	In process	100 new members per annum
Commencing spring 2018	Recruitment of new members via Volunteer Scheme	To recruit new members	ALL	Membership Office	N/A	In process	40 new members per annum
Wednesday 25 th April, 1.30pm	Members Health Talk – Jo Shaw, Lead Nurse – Patient and Family Centred Care will present to the Sefton Pensioners	To engage members and members of the public promoting health awareness	ALL	Membership Office	Trevor Wooding	Complete	10 new members

	Advocacy Centre, Lord Street West Church, Southport						
Wednesday 8th May, 1.30pm	Membership & Communications Sub Committee	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Sub Committee Members	Complete	-
Thursday 17th May, 6pm	Members Health Talk 'Robotics at LHCH'	To engage members and public, promoting health awareness	ALL	Membership Office	Trevor Wooding Dorothy Burgess Ruth Rogers	Complete	-
June 2018	Members Matters Summer Edition Electronic	To inform members and the public, updating them with news, achievements, activities and events organised by the Trust	ALL	Membership Office	N/A	In process	Available to members electronically via the website and emailed to members with email address
Tuesday 12th June 2018, 1.30pm	Members Health Event with Age UK Meadowcroft Community Wellbeing Hub, 304 Spital Road, Bromborough, Wirral CH62 2DE	To engage members and public, promoting health awareness	ALL	Membership Office	Trevor Wooding	Outstanding	30 new members
Thursday 14th June 2018	Patient and family engagement event, Bangor Football Club	Opportunity for Governors to engage with patients and families	North Wales	Jo Shaw, Lead Nurse - PFCC	TBC	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
Thursday 5th July 2018	NHS 70th Birthday	Celebration for Staff and Governors	ALL	Various departments	TBC	Outstanding	-
16th July 2018, 10.30am	Membership and Communications Sub Committee	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Governor members of sub committee	Outstanding	-

Sunday 15 th July 2018	Disability Awareness Day	To recruit new members and promote LHCH	Cheshire	Membership Office	Vera Hornby Ruth Rogers Amanda Clarke Trevor Wooding	Outstanding	60 new members
Thursday 13 th September 2018	Patient and family engagement event Knowsley Community Services	Opportunity for Governors to engage with patients and families	Merseyside	Membership Office	TBA	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
Autumn 2018 – DATE TBA	Recruitment Event - LJMU	To recruit new members.	Merseyside	Membership Office	TBA	Outstanding	60-100 new members
Tuesday 18 th September 2018, 4.30pm	Annual Members' Meeting	To engage with membership and members of public, providing a review of the year and look ahead at the future whilst receiving member feedback.	ALL	Membership Office	ALL	Outstanding	Members, governors and public invited to attend
Autumn Edition – September to include Members Survey	Members Matters Autumn Edition (Posted and Electronic)	To inform members and the public, updating them with news, achievements, activities and events organised by the Trust	ALL	Membership Office	N/A	Outstanding	Circulation to all members electronically
Monday 22 nd October 2018, 10.30am	Membership & Communications Meeting	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Sub Committee Members	Outstanding	-
November 2018	Patient and family engagement event, Cheshire	Opportunity for Governors to engage with patients and families	Cheshire	Membership Office	TBA	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
December 2018	Members Matters (Electronic)	To inform members and the public, updating them with news, achievements,	ALL	Membership Office	N/A	Outstanding	Circulation to all members by post or electronically.

