

Council of Governors (in Public) Item 11.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 7th June 2022
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 3rd May 2022 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- Mary Liley, Head of Fundraising attended the meeting and presented the refreshed LHCH Charity branding for information.
- The Membership Communications, Recruitment and Engagement plan for 2022/23 was agreed (10.1a). Support from other governors and volunteers for the Disability Awareness Event at Walton Hall Gardens, Warrington on 17th July 2022 would be welcomed and will be essential for the success of the event.

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

2. Hot Topics of the meeting held on 3rd May 2022

Membership Analysis

It was highlighted that 8,759 public members were registered on 27th April 2022 which exceeded the minimum target of 8,000 public members. It was noted that all key performance indicators had been met year to date.

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

Performance Indicator	Year to Date Position at 27 th April 2022	Status
Minimum number of 8,000 public members	8,759	

Annual churn rate (public members removed) <5%	37 (0.42%)	
Staff opt outs = nil	0	
Elections National Average (from CES) Average Public turnout is 10-15% Average Staff turnout is 15-20%	No elections in period. Summer election data to follow	
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 survey scheduled for autumn 2023.	
Fully Functioning Council of Governors	<ul style="list-style-type: none"> • Yes – met quorum set in constitution • 25 out of 25 seats currently filled in Council of Governors 	

Collaborative working with LHCH Charity

Mary Liley, Head of Fundraising shared the refreshed branding for LHCH Charity and members of the sub committee requested copies of the existing charity literature. The Head of Fundraising added that she welcomed comments and thoughts on the new refreshed branding.



Governors are invited to contact Mary.Liley@lhch.nhs.uk if they have any comments or can support the Charity team in any way.

Membership Communications, Recruitment and Engagement Plan Engagement Events

- World Sleep Day – Friday 18th March 2022

<p>Trevor Wooding, Senior Governor and Dot Price, Staff Governor both provided positive feedback from the virtual event which received good engagement and would welcome a similar event in the future.</p> <p>- Calendar of Events The proposed calendar of events for 2022/23 (appendix 11.1b) was discussed and agreed. It was added that further opportunities for this may arise as time goes on and this could be amended and tweaked accordingly. Suggestions for future events included a Heart Failure presentation and Elaine Holme, Chair added that she was exploring LHCH attendance to a future Womens Institute (WI) meeting in the Wirral.</p> <p>- Breathe Easy Meeting, Ormskirk Gill Donnelly explained that Breathe Easy Group, Ormskirk had requested a speaker for their meeting in September which she would look to support if possible.</p> <p>Recruitment Events -Targeted Lung Opportunities Opportunities to attend community venues for targeted lung health checks were discussed and would be shared as they arise.</p> <p>-Disability Awareness Day This event would run on Sunday 17th July 2022 and LHCH stand would be booked subject to volunteers. Trevor Wooding, Senior Governor offered to co-ordinate the stand on the day but would need support from other governors/volunteers for this to go ahead. Governors had a stand at this event for a number of years prior to the pandemic and have always attracted high numbers of new members to join the Foundation Trust.</p> <p>-LJMU/Edge Hill Events The sub committee were keen to organise recruitment events with the universities for the autumn 2022 if possible and this would be explored.</p>
<p>Members Matters Update It was noted that the next edition would be published in May and would be available electronically and via post.</p>
<p>Date and time for the next meeting (virtual) Tuesday 6th September 2022, 11am</p>

3. Recommendations

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