

Council of Governors (in Public) Item 12.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Monday 26th September 2022
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Dorothy Burgess, Public Governor – Merseyside and Deputy Chair of Membership and Communications Sub Committee
Purpose of Report: To Note

1. Executive Summary

The Membership and Communications Sub-Committee met on 13th September 2022 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- Recent events held included the World Heart Rhythm Day virtual health talk and attendance at the Disability Awareness Day event. Both events had been well attended and deemed successful in terms of member engagement and recruitment.
- Imminent forthcoming events included a recruitment event at Liverpool John Moores University and a health talk for a community Breathe Easy Group based in Ormskirk. Full details on events to mark Lung Cancer Month, Volunteers Day and Heart Month will follow in due course.
- New Governor members of the Membership and Communications Sub Committee are welcomed. Full details are outlined below.

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

2. Hot Topics of the meeting held on 13th September 2022

Membership Analysis

It was highlighted that 8,644 public members were registered on 6th September 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.

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

Performance Indicator	Year to Date Position at 6 th September 2022	Status
Minimum number of 8,000 public members	8,644	
Annual churn rate (public members removed) <5%	174 (2.01%)	
Staff opt outs = nil	0	
Elections National Average (from CES) Average Public turnout is 10-15% Average Staff turnout is 15-20%	Staff – Registered and Non Registered Nurses Contested election – 3 candidates for 2 seats Turnout – 20.2% 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 – 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 • 24 out of 25 seats currently filled in Council of Governors. 25 at the end of the AMM 22. 	

Membership Communications, Recruitment and Engagement Plan Engagement Events

Engagement Events

- Feedback from World Heart Rhythm Week – June 2022

It was discussed that the virtual World Heart Rhythm Week talk had been well attended and there had been good engagement within the question and answer session at the end of the session. This talk is available to view on the [LHCH Website](#).

- Breathe Easy Meeting, Ormskirk – TBC Autumn 2022

A speaker was being sought for the community group's meeting on the 17th October and it was hoped that this would be confirmed in due course. Further updates would follow.

- Lung Cancer Awareness Month – November 2022

Plans were being put in place to organise a resource for members to mark Lung Cancer Awareness Month. It was hoped that this would link closely with the Targeted Healthy Lung Team.

- Volunteers Day – 5th December 2022

A virtual talk was in the early stages of planning to mark national Volunteers Day to raise the profile of the various volunteering roles here at LHCH. Further details to follow.

- Heart Month/International Women's Day/Women's Heart Health – February/March 2022

It was noted that there was a potential link up between LHCH and the Women's Institute (WI) to raise awareness of the importance of women's heart health. Regional Officers from the WI had advised that they were in the planning stages and would be in touch with regards to a programme of heart health talks, in various locations and topics. It is hoped that this would be a longer term programme but would launch early next year to link in with heart month or International Women's Day (IWD). More details about this exciting campaign to follow. (DB)

Recruitment Events

- Disability Awareness Day

Elaine Holme, Chair of Sub Committee recorded her thanks to all that had attended LHCH to promote membership at the Disability Awareness Day held in July. In particular thanks was recorded to offered to Trevor Wooding, Denis McAllister and David Bromilow who had given up their time to support the event. (EH/TW)

- University Events

It was noted that LJMU discussed that there was an opportunity for governors to attend the Faculty of Health LJMU on 28th October, 10am-2pm. This was agreed by the sub committee with Trevor Wooding and Elaine Holme confirming availability for this. Full details would be circulated by Gill Donnelly to seek additional volunteers. (ML)

Members Matters Update

It was noted that the next edition of the Members Matters newsletter would be published at the end of October to incorporate a wide range of Trust news and developments e.g. LHCH Virtual Awards winners, national award updates, introduction to new governors and LHCH Charity news and Christmas merchandise.

Membership of Sub Committee

It was discussed that the sub committee was open to new members joining from the Council of Governors. Dorothy Burgess, Public Governor – Merseyside confirmed that she would discuss this within the hot topics report at the Council of Governors meeting on 26th September 2022.

Date and time for the next meeting (virtual)

Thursday 17th November 2022, 11am

3. Recommendations

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