

## Council of Governors (in Public) Item 12.1

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 6<sup>th</sup> December 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 17<sup>th</sup> November 2022 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- Recent successful events held included a Foundation Trust membership recruitment event at Liverpool John Moores University and a CPR and Defibrillator session at Marine Football Club.
- A campaign to raise awareness of the importance of heart health in women is planned for February 2023. Exciting links with the Women's Institute had been forged via Dorothy Burgess, Public Governor – Merseyside to share crucial education and learning on this subject.

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

### 2. Hot Topics of the meeting held on 17<sup>th</sup> November 2022

#### Membership Analysis

It was highlighted that 8,830 public members were registered on 10<sup>th</sup> November 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)

##### Membership Report as at 10<sup>th</sup> November 2022

Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target	
			(+/-)	(%)
Public Members	8,000	8,830*	+830	+10.38%
Staff Members	1,756	1,756	-	-
<b>TOTAL</b>	<b>9,756</b>	<b>10,586</b>	<b>+830</b>	<b>+10.38%</b>

### 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)

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

\*Figure reflects recent recruitment event at Liverpool John Moores University

## **Membership Communications, Recruitment and Engagement Plan Engagement Events**

### **Engagement Events**

#### **- Breathe Easy Meeting, Ormskirk**

This was discussed and would be explored again as a possibility in 2023.

#### **CPR & Defibrillator Training at Marine FC – 15<sup>th</sup> November 2022**

Sharon Faulkner, Staff Governor – Registered and Non Registered Nurses and colleagues from the Knowsley Community CVD team kindly supported Marine Football Club in Crosby with education and training for their volunteers and local businesses on how to carry out CPR and use a defibrillator to save a life. The event was hugely successful and well received with new members also recruited. The sub committee offered their thanks to the team that had supported this session.



The sub committee agreed that it would be beneficial to do similar events with other sports clubs including grassroots football and this would be explored.

#### **- Lung Cancer Awareness Month – November 2022**

A special podcast with Dr Martin Ledson, Consultant Respiratory Physician has been recorded as a resource to mark Lung Cancer Awareness Month. This has been shared with members in the current edition of Members Matters and on social media.

**- Volunteers Day – 5<sup>th</sup> December 2022**

An article was included in the recent edition of Members Matters to promote the role of the volunteer at LHCH and to attract interest. Further communications will be circulated on the day to celebrate the work of the volunteer.

**- Women's Heart Health – February/March 2022**

It was noted that the Women's Institute (WI) were keen for LHCH support to raise awareness of the importance of women's heart health. Regional Officers from the WI had been in touch to suggest talks for two meetings in February. It is hoped that this would be a longer term programme but would launch in heart month. More details about this exciting campaign to follow. (DB)

**-Heart Failure Virtual Talk**

This was in the planning stages and would be organised for the spring 2023.

**Recruitment Event at Liverpool John Moores University (LJMU)**

Michelle Laing from Liverpool John Moores University had facilitated LHCH attendance at LJMU to promote Foundation Trust membership. The event had been a tremendous success with 215 new members recruited. The event had also been an opportunity to promote the work for the hospital and volunteering roles. Thank you to Michelle Laing, LJMU, Trevor Wooding, Senior Governor, Elaine Holme, Public Governor and the student mentors at LJMU who made the event possible.



**Members Matters Update**

It was discussed that the latest edition had been published and circulated by post, email and was available on the Trust website. Feedback from the contents of the newsletter was very positive.



### **Date and time for the next meeting (virtual)**

Thursday 9th February 2022, 11am

### **3. Recommendations**

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