

Council of Governors (in Public)

Item 9.1

Subject: Membership Strategy Review
Date of Meeting: Tuesday 1st June 2021
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Gill Donnelly, Membership & Communications Officer
Purpose of Report: For approval

1. Executive Summary

The purpose of this paper is to present the revised Membership Strategy, discussed and agreed by the Membership and Communications Sub Committee on 15th April 2021, to the Council of Governors for approval. The revised strategy continues to place the emphasis on maintaining and engaging a smaller representative membership with a minimum number of public members (8,000).

The revised strategy brings it in line with the Trust's 'Patients, Partnerships and Populations' strategic plan and recognises the role played in terms of improving our population health. It is now highlighted as a key driver of the membership strategy to support our membership and general population by promoting an awareness of heart and lung disease within their localities.

The Covid 19 pandemic has provided the opportunity to trial and test new ways of communicating and engaging with members and the public virtually. There have been many benefits seen from this way of working and the revised Membership Strategy highlights this virtual approach as a long term focus. When it is possible and considered safe to do so it is envisaged that the membership plan would incorporate a mix of both face to face and virtual events and communication. However, the plan for 2021/22 is to continue with a programme of Virtual Health Talks available online to all along with a range of communications via paper and online channels.

On 11th February 2021, the Department of Health published the White Paper 'Integration and innovation: working together to improve health and social care for all', which sets out legislative proposals for a health and care bill. At the point of reviewing the Membership Strategy it was unclear what impact this may have on Foundation Trust Governance arrangements. Therefore, it may be necessary to re-visit and refresh the Membership Strategy once further detail is provided later in 2021/22.

2. Background

The Membership Strategy was last reviewed in June 2018 and, as noted in the LHCH Constitution, should be reviewed at least every two years. The revision of the Membership strategy was postponed due to the start of the Covid 19 pandemic in 2020 and the majority of membership recruitment and engagement activities cancelled to release time to support the emergency response to the pandemic. Membership communication regarding Covid 19 was maintained throughout this time period.

On Thursday 15th April 2021, the Membership and Communications Sub Committee met to review the Membership Strategy. Six public governors, one staff governor, a representative from Liverpool John Moores University and a Public Member were tasked with this review supported by the Director of Corporate Affairs and Membership and Communications Officer. It was noted that it may be necessary to re-visit the Membership Strategy at a later date as more details of the impact of the white paper on governance arrangements for Foundation Trusts becomes more clear.

3. Conclusion

In conclusion, the Membership Strategy has been reviewed by the Membership and Communications Sub Committee and is attached (Item 9.1a). There is a Membership Recruitment, Engagement and Communication Plan in place to implement the strategy is also attached (9.1b). The Council of Governors are asked to note the following key changes:

- Membership Strategy updated to reflect the Trust's five year strategy and its role in improving population health by supporting our membership to promote an awareness of heart and lung disease within their localities.
- More focus on engagement of members who wish to be engaged and involved. Other members to continue to be kept informed of news and developments at the Trust.
- More emphasis in the strategy on using virtual platforms to organise and host online events, online recruitment and engagement.
- More attention on encouragement of members to provide email addresses to enhance communication and reduce costs.
- Amendment to highlight honorary staff members working onsite that fit the criteria but do not have a contract of employment are eligible to become a member of staff constituency.
- Minimum membership to be adjusted to 8,000 to allow more flexibility in light of the suspension of face to face recruitment during the Covid 19 pandemic and ageing membership base.
- Target for response rate from members survey to be revised to 5% to match the response rate from the last survey.

4. Recommendations

The Council of Governors are asked to note the contents of the report and approve the updated Membership Strategy.