

## Council of Governors (in Public)

### Item 9.2

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 1st June 2021  
**Prepared by:** Gill Donnelly, Membership & Communications Officer  
**Presented by:** Elaine Holme, Public Governor - Merseyside  
**Purpose of Report:** To Note

#### 1. Executive Summary

The Membership and Communications Sub-Committee met on 15th April 2021 and the following key points were discussed:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- The Sub Committee considered the analysis of the public membership demographics and noted the existing membership was on the whole representative of the patient and public demographics in terms of geography, age, ethnicity and gender. The key focus identified to improve representation would be males over 50 to better reflect patient demographics.
- The Membership Strategy was reviewed by the sub committee and the refreshed document would be brought to the Council of Governors for approval on 1<sup>st</sup> June 2021. It was noted that this may need to be re-visited later in the year when further clarity is provided regarding the impact of the white paper on Foundation Trust governance arrangements.
- The plan for Membership Communications, Recruitment and Engagement Plan for 2021/22 was discussed and a range of Virtual Health Events for this time period agreed.
- Feedback from Members Matters published in March 2021 was positive and it was noted that the electronic edition of Members Matters was scheduled to be published in June 2021.

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

#### 2. Hot Topics of the meeting held on 15<sup>th</sup> April 2021

##### **Membership Analysis**

It was noted that there was 9,203 public members registered on 25th March 2021, which was well above the minimum target of 8,500 public members.

It was noted that the annual turnover rate of members stood at 3.86% and the

governor elections in 2020 had received an encouraging turnout. The sub committee considered some data analysis which highlighted the representation of Public Membership in terms of geography, gender, age and ethnicity. The following points were discussed:

-In terms of geography, over half public members lived in Merseyside (50.34%) and the latest data highlights we are well represented now when compared with breakdown of public governors (42.85%) and public population breakdown (44.78%). Although, an even larger proportion of patients from 2019-20 was from Merseyside (84%).

-Over half of public members are female (55%) and 44% are male. It was therefore felt the membership was fairly well representative of public and patient population. However, some improvement could be made in improved representation of male gender.

-In terms of age, over half of LHCH public members were over 60. Age groups 50-59 or 60-74 age groups could be areas to target to ensure further representation when compared with patient demographics.

-With regards to ethnicity, comparable data between public membership, patient and population profile were considered. This data showed that public members were well representative in terms of ethnicity.

#### **Membership Strategy – Progress against Key Performance Indicators at 25<sup>th</sup> March 2021 (Year to Date)**

<b>Performance Indicator</b>	<b>Year to Date Position at 25<sup>th</sup> March 2021</b>	<b>Status</b>
Minimum number of 8,500 public members	9,203	
Annual churn rate (public members removed) <5%	328 (3.86%)	
Staff opt outs = nil	0	
<b>Elections: turnout during 2020/21</b>	11 out of 13 contested seats in the Summer 2020 Elections	
National Average (from CES)	Turnout for Public – 16% (Merseyside) and 16.1% (Cheshire)	
Average Public turnout is 10-15%	Turnout for Staff – 31.7% (Non Clinical) and 31.7% Registered and Non Registered Nurses	
Average Staff turnout is 15-20%		
Results and Return Rate from bi-annual Membership Survey to match or show improvements (5.25% in 2018).	Survey postponed to autumn 2021 due to Covid 19.	
Fully Functioning Council of	<ul style="list-style-type: none"> <li>Yes – met quorum set in constitution</li> </ul>	

Governors	<ul style="list-style-type: none"> <li>25 seats currently filled in Council of Governors</li> </ul>	
<b>Membership Strategy</b>  <p>The review and refresh of the LHCH Membership Strategy was put on hold during the Covid 19 pandemic. The Membership and Communications Sub Committee discussed revisions to the strategy and the recommended revised strategy would be presented to the Council of Governors for approval on 1<sup>st</sup> June 2021.</p>		
<b>Membership Communications, Recruitment and Engagement Plan 2021-22</b>  <p>The membership communications, recruitment and engagement plan for 2021/22 was discussed. It was agreed that a focus on online events, set up an online event booking system, online surveys, encouraging members to provide email addresses and maximising opportunities for online recruitment should all be incorporated into the plan. It was added that linking virtual events with international and national health awareness dates would be beneficial to support communication promoting the event. It was explained that a member experience survey would be issued in autumn 2021 to seek feedback and suggestions for inclusion in Members Matters and a call for patient and staff stories and experiences. The virtual events programme would include:</p> <ul style="list-style-type: none"> <li>-Annual Members' Meeting – 27<sup>th</sup> September, 4pm</li> <li>-‘Cardio Oncology’ Talk with Ainsdale Medical Centre Patient Participation Group and open to all via Microsoft Teams - 11<sup>th</sup> November 2021</li> <li>-World Heart Day with focus on Atrial Fibrillation – Wednesday 29<sup>th</sup> September 2021</li> <li>-World COPD Day - Friday 20<sup>th</sup> November 2021</li> <li>World Sleep Day – Around 19<sup>th</sup> March 2022</li> <li>-Joint event with Liverpool Women's Hospital to be explored (TBC) – Jan-March 2022</li> </ul> <p>It was discussed that all recruitment would be online at the present time until it was seemed safe to return to face to face recruitment events e.g. Disability Awareness Day.</p>		
<b>Members Matters Update</b>  <p>Feedback from the last edition of Members Matters (Issue 1 2021) was very positive. Ideas and suggestions for the next edition were invited by contacting Gill Donnelly, Membership and Communications Officer directly.</p>		
<b>Date and time for the next meeting</b>  <p>Thursday 15<sup>th</sup> July 2021, 11am via Zoom</p>		

### 3. Recommendations

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