

Council of Governors (In Public)

Item 11.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 3rd March 2020
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Ruth Rogers, Public Governor - Merseyside

1. Executive Summary

The Membership and Communications Sub-Committee met on 21st January 2020 and the following key points were noted:

- All key performance indicators within the Membership Strategy had been achieved year to date.
- An outline calendar of events for engagement and recruitment for 2019 has been agreed (some of these dates are highlighted below).
- Members Matters winter edition has been published and the spring edition is due to be published in April 2020.
- The Membership Strategy will be reviewed and refreshed by the sub committee at the next meeting on 14th April 2020 and a recommendation for its revision brought to the Council of Governors meeting on 2nd June 2020.

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

2. Hot Topics of the meeting held on 21st January 2020

Membership Analysis

It was noted that there was 9,559 public members registered on 14th January 2020, which was well above the minimum target of 8,500 public members. The election turnout for the most recent staff governor election had been higher than the national average at 23.1%.

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

| Performance Indicator | Year to Date Position – 14th January 2020 | Status |
|---|---|--------|
| Minimum number of 8,500 public members | 9,559* | |
| Annual churn rate (public members removed) <5%* | 326 (-3.78%) of year beginning figure | |

| | | |
|--|---|--|
| Staff opt outs = nil | 0 | |
| Elections: turnout during 2019/20 National Average for 2018/19 Contested Acute FTs Public – 14.6% Staff – 15.2% | Staff Governor – Registered & Non Registered Nurses election contested – 3 seats for 2 vacancies. Turnout 23.1% which is well above national average. | |
| Results and Return Rate from Membership Survey issued every two years to match or show improvements | N/A no survey planned this year | |

Membership Communications, Recruitment and Engagement Plan 2020-21

- Atrial Fibrillation Event, Live Wire, Warrington –Thursday 14th May 2020**
The event was discussed and that this would be the start of a positive new link with Livewire. Gill Donnelly, Membership & Communications Officer and Dorothy Burgess, Public Governor - Merseyside have a meeting at the venue shortly to discuss final arrangements. A poster for the event is attached for information.
- Health Awareness Event, Birkenhead Library – Monday 6th July 2020**
It was discussed that an interactive stand would be held to mark Health Information Week in conjunction with Wirral Libraries. The CVD Lead Nurse had agreed to support the event and will provide blood pressure and pulse checks at the event. This would also provide an opportunity to recruit members on the day.
- Disability Awareness Day - Sunday 12th July 2020**
It was confirmed that LHCH would have a recruitment stand at this event again.
- Healthy Lungs Event, Girl Guide HQ, Green Lane, Ormskirk, Lancashire, L39 1ND – Monday 20th July 2020, 11.30am**
It was noted that the West Lancashire and Southport Breathe Easy Group were delighted to be holding this event with LHCH. The Respiratory Diagnostics team had kindly agreed to provide talks at the event on Chronic Obstructive Pulmonary Disease (COPD) and Obstructive Sleep Apnoea (OSA).
- Combined Council of Governors Meeting & Annual Members Meeting – Tuesday 22nd September, 4.30pm**
- North Wales Event – Autumn 2020**
Plans for this event will be finalised and circulated in due course.
- University Recruitment Days – Autumn 2020**
It was discussed that recruitment stands at Liverpool John Moores University had been extremely successful over the years and that these events particularly target a younger membership demographic. It was envisaged that this would be arranged again for the autumn and Edge Hill University would also be approached to see if a similar event could be facilitated there.

Members Matters Update

It was highlighted that the Members Matters – Winter Edition had now been published. This had been distributed electronically and is also available on the LHCH website. Feedback from this edition was very positive and it was discussed that printed copies are really valued by those who do not have access to the internet. It was therefore suggested a small supply of newsletters be printed and made available across the hospital in key waiting areas and the Membership Noticeboards.

The next printed and posted edition of Members Matters would be circulated in April 2020. Feedback from this edition and suggestions for the next edition were welcome.

NHS Providers National Governor Conference

This year's conference was discussed and it was noted that this will take place on Tuesday 7th July 2020. The sub committee discussed the possibility of applying to showcase at the conference again and it was suggested that this year's application could be focused on the active part governors have played in membership and community engagement. Full details on the application will be discussed at the next meeting when the criteria for this showcase is available.

Date and time for the next meeting

Tuesday 14th April 2020, 11.30am in the Research Meeting Room, Research Unit

3. Recommendations

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