

## Council of Governors (in Public)

### Item 8.4

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 1st December 2020  
**Prepared by:** Gill Donnelly, Membership & Communications Officer  
**Presented by:** Elaine Holme, Public Governor - Merseyside

#### 1. Executive Summary

The Membership and Communications Sub-Committee met on 5th November 2020 and the following key points were noted:

- Elaine Holme has been nominated as the Chair and Dorothy Burgess as Deputy Chair of the Membership and Communications Sub Committee.
- All key performance indicators within the Membership Strategy had been achieved year to date.
- A virtual events calendar for 2020-21 and beyond was discussed and agreed as a good alternative to face to face community events for the present time.
- The latest edition of Members Matters had been published and circulated to members electronically. The next edition will be in the new year and will be circulated by post and electronically.
- The Membership Strategy will be reviewed and refreshed by the sub committee at the next meeting on 11<sup>th</sup> February 2021 and a recommendation for its revision brought to the Council of Governors meeting on 2<sup>nd</sup> March 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 5<sup>th</sup> November 2020

##### Membership Analysis

It was noted that there was 9,333 public members registered on 2<sup>nd</sup> November 2020, which was well above the minimum target of 8,500 public members. The election turnouts for the most recent governor elections were higher than the national average. The turnout for the staff governor elections was very encouraging as the ballot papers for staff was issued predominantly online this time.

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

Performance Indicator	Year to Date Position – 2nd November 2020	Status
Minimum number of 8,500 public	9,333*	

members		
Annual churn rate (public members removed) <5%*	182 (-1.92%) of year beginning figure (9,496)	
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 Membership Survey issued every two years to match or show improvements	N/A survey deferred to 2021 due to Covid 19	

\* 16 new members recruited year to date. It was noted numbers of new members recruited were low due to the cancellation of key membership recruitment events during 2020.

### **Membership Strategy**

The review and refresh of the LHCH Membership Strategy was put on hold during the Covid 19 pandemic. The Membership and Communications Sub Committee has now reconvened to take this forward. Therefore, it is planned that the Membership Strategy will be reviewed and refreshed by the sub committee at the next meeting on 11<sup>th</sup> February 2021, 10am. The refreshed strategy will be brought forward for to the Council of Governors meeting on 2<sup>nd</sup> March 2021.

### **Membership Communications, Recruitment and Engagement Plan 2020-21**

The benefits of hosting online health awareness talks online at this present time were discussed. Whereas previous events had been held in a range of geographical locations these events would be open to all regardless of location. It's understood that it will not reach or suit all. However, in the present time where face to face events are not possible it is considered a good channel of communication and engagement.

The first virtual health talk was hosted by the Respiratory Diagnostics team on Monday 16<sup>th</sup> November as a pilot event. The event was organised to reschedule a talk that had been arranged for the summer months for the Breathe Easy Support Group members in West Lancs, Southport and North Sefton. The talk was well received and was an excellent stepping stone for future virtual events. A calendar of virtual events for 2021 will be discussed and agreed in more detail at the next Membership and Communications Sub Committee meeting.

**Members Matters Update**

It was highlighted that the Members Matters – Winter Edition 2020 had now been published. This had been distributed electronically and is also available on the LHCH website and social media channels.

The next printed and posted edition of Members Matters would be circulated in the new year 2021. Feedback from this edition and suggestions for the next edition were welcome.

**Date and time for the next meeting**

Thursday 11<sup>th</sup> February 2021, 10am via Microsoft Teams

**3. Recommendations**

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