

Council of Governors (In Public)

Item 9.7

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 12th March 2019
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 29th January 2019. The key points of discussion and 'hot topics' are highlighted within this report.

2. Hot Topics of the meeting held on 29th November 2018

Membership Analysis

It was noted that there was 9,595 public members registered on 15th January 2019, which was well above the minimum target of 8,500 public members.

The turnout for the contested election in Merseyside earlier in the year was 22.1% which was above the national average of 15.5%.

The 2019 survey was now closed and had received a total number of 504 responses and 5.25% return rate. The quality of the returns had been high and comments received extremely positive. There had been a number of good suggestions received for topics and suggested partnership groups/organisations for consideration and possible inclusion in the calendar of events.

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

Performance Indicator	Year to Date Position at 15 th January 2019	Status
Minimum number of 8,500 public members	9,595	
Annual churn rate (public members removed) <5%	516 (5.4%)	
Staff opt outs = nil	0	

Elections: turnout during 2018 National Average for 2017: Acute (contested): Public 15.5% Staff: 14.2%	Contested election for North Wales By Election and turnout 22.1% reported in Report of Voting on 1 st May 2018. Contested election for Public Governor vacancy in Merseyside and turnout 20.8% reported in Report of Voting on 30 th July 2018.	
Results and Return Rate from bi-annual Membership Survey to match or show improvements Return rate in 2015 =6.8%/696 surveys	2018 survey now closed. Total responses = 504 (201 received electronically) Return rate = 5.25% Qualitative responses were invaluable particularly in relation to suggested links or topics for future health community events.	
Fully Functioning Council of Governors	<ul style="list-style-type: none"> • Yes – met quorum set in constitution • 23/25 seats currently filled in Council of Governors (Knowsley Council and Staff Governor – Registered and Non Registered Nurses are currently vacant) 	

Membership Communications, Recruitment and Engagement Plan 2019/20

- **Recruitment Event at Huyton Leisure Centre**

A recruitment stand will be held at Huyton Leisure Centre in conjunction with the Knowsley community teams on Monday 4th March 2019. Members of the Sub Committee were invited to attend and assist on the day.

- **Filming at Members Health Event/ Virtual Event**

It was noted that Liverpool John Moores University had confirmed they may be able to assist the Trust in the filming of a members' health event which could be later shared online. It was suggested that this could be incorporated into the calendar of events this year and to possibly introduce a virtual event. This will be explored by the Membership Office with a view to introducing this event later this year.

- **Events Calendar 2019**

The variety of membership events (held since 2013) across Merseyside, Cheshire,

<p>North Wales and Rest of England & Wales were discussed. The Sub Committee considered options for 2019 events and concluded the following would be explored:</p> <ul style="list-style-type: none"> • April 2019 – speaker to present on CVD related topic to Ainsdale Medical Centre/Community CVD Service. Trevor Wooding is the Governor Lead. • May 2019 – event to be held in Halton on respiratory topic/living with lung disease. Mark Allen is Governor Lead. • June 2019 – event to be held in North Wales. Joan Burgen to explore possibility of presentation to U3A group in Colwyn Bay/Rhyl area. • September 2019 – Combined General Meeting of Council of Governors & Annual Members' Meeting • October 2019 – Ruth Rogers to explore the possibility of an event in Wallasey e.g. Wallasey Central Library or Birkenhead due to the high number of people with health problems in this area. However if this is not feasible then an event in Aintree (perhaps a joint event with Walton Centre) could be explored.
<p>Members Matters</p> <p>The December edition of Members Matters had been well received. The content plan for the spring edition was discussed and in particular it was noted that a letters feature would be incorporated following feedback from the recent members' survey.</p>
<p>Governor Focus Conference Showcase</p> <p>Allan Pemberton, Public Governor – Cheshire attended the meeting and presented his ideas that could be incorporated into the LHCH application for a slot at the NHS Providers Governor Focus Conference Showcase. It was agreed that the application would be drafted and circulated to the sub committee.</p>
<p>Date and time for the next meeting</p> <p>Tuesday 9th April, 1pm in the Research Meeting Room, Research Unit</p>

3. Recommendations

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