

Council of Governors (in Public)

Item 10.5

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 3rd December 2019
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Ruth Rogers, Public Governor – Merseyside
Purpose of Report: To Note

1. Executive Summary

The Membership and Communications Sub-Committee met on 22nd October 2019. The key points of discussion and 'hot topics' are highlighted within this report.

2. Hot Topics of the meeting held on 22nd October 2019

Membership Analysis

It was noted that there was 9,739 public members were registered on 16th October 2019, which was well above the minimum target of 8,500 public members.

Membership Strategy – Progress against Key Performance Indicators

Performance Indicator	Year to Date Position – 16th October 2019	Status
Minimum number of 8,500 public members	9,739*	
Annual churn rate (public members removed) <5%*	147 (-1.54%) 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	
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* 329 new members recruited year to date

Membership Communications, Recruitment and Engagement Plan 2019/20

a) Feedback from recent events

- LJMU Recruitment Event – Wednesday 16th September, 11am-3pm

Feedback from the event was extremely positive. The event had been attended by Trevor Wooding, Ruth Rogers, Michelle Laing, Vera and Tommy Hornby. 238 new members had been recruited and the team on the day particularly valued the opportunity to speak to students in the lecture theatre. Student mentors had also been a great support on the day. Thanks was given to all those involved.

-Combined Council of Governors & Annual Members' Meeting – Monday 23rd September, 4.30pm

It was noted that the numbers of members/members of the public attending this year's meeting had been low and the sub committee could consider improving the attendance at next year's event. However, it was discussed that the meeting is already well advertised and that as this is a core meeting (and extension of Council of Governors meeting) it may not appeal to members the way a talk on a health related topic might.

-Healthy Lungs Event – Tuesday 1st October, 1pm, Wrexham Ramada

Joan Burgen, Public Governor – North Wales provided feedback from the event held in Wrexham on 1st October. The event had been really well attended and although new members were not recruited it had been very worthwhile, audience well engaged in the topic and appreciated the advice given from the speakers.

b) Forthcoming Events

A number of options were discussed as possible events for 2020 calendar. The following were agreed:

-Accept the invitation to hold a Healthy Lungs event in conjunction with West Lancashire and Southport Breathe Easy Group in Ormskirk. This event will be held on 20th July 2019.

-Ruth Rogers, Public Governor – Merseyside to liaise with Wirral Libraries to finalise details to host an event in July 2020 at Birkenhead Central Library.

-Dorothy Burgess, Public Governor – Merseyside to explore possibility of hosting an event in Warrington in conjunction with a local cardiac rehab contact.

- Joan Burgen, Public Governor – North Wales to explore possibility of hosting an event with a wellness hub in North Wales.

- The possibility of offering a health talk to attendees at the end of the Chester/Wrexham patient and family engagement event on 17th March 2020 would be

explored.

- The Combined Annual Meeting of Council of Governors and Annual Members Meeting will take place as usual in September 2020.

Members Matters

It was explained that the Members Matters – Autumn Edition had now been published. This had been distributed electronically and is also available on the LHCH website. Printed editions will be received by members shortly. Feedback from this edition and suggestions for the next edition were welcome.

3. Recommendations

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