

## Item 7.6b Membership Communications, Recruitment & Engagement Plan 2018/19

Timescale	Action	Primary Objective	Constituency	Lead(s)	Governor Attendees	Status	Anticipated Outcome
Commencing early 2018 – monthly basis	Promotion of membership on Charity E-newsletter	To recruit new members	ALL	Gill Donnelly, Membership & Communications Officer & Mary Liley, Head of Fundraising	N/A	In process	30 new members per annum
Commencing spring /summer 2018	Onsite recruitment and membership display including via new hotboards, membership forms in family rooms and LHCH Website/Social Media	To recruit new members	ALL	Membership Office	N/A	In process	100 new members per annum
Commencing spring 2018	Recruitment of new members via Volunteer Scheme	To recruit new members	ALL	Membership Office	N/A	In process	40 new members per annum
Wednesday 25 <sup>th</sup> April, 1.30pm	Members Health Talk – Jo Shaw, Lead Nurse – Patient and Family Centred Care will present to the Sefton Pensioners	To <b>engage</b> members and members of the public promoting health awareness	ALL	Membership Office	Trevor Wooding	Complete	10 new members

	<b>Advocacy Centre, Lord Street West Church, Southport</b>						
<b>Wednesday 8th May, 1.30pm</b>	<b>Membership &amp; Communications Sub Committee</b>	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Sub Committee Members	Complete	-
<b>Thursday 17<sup>th</sup> May, 6pm</b>	<b>Members Health Talk 'Robotics at LHCH'</b>	To <b>engage</b> members and public, promoting health awareness	ALL	Membership Office	Trevor Wooding Dorothy Burgess Ruth Rogers	Complete	-
<b>June 2018</b>	<b>Members Matters Summer Edition Electronic</b>	To <b>inform</b> members and the public, updating them with news, achievements, activities and events organised by the Trust	ALL	Membership Office	N/A	In process	Available to members electronically via the website and emailed to members with email address
<b>Tuesday 12<sup>th</sup> June 2018, 1.30pm</b>	<b>Members Health Event with Age UK Meadowcroft Community Wellbeing Hub, 304 Spital Road, Bromborough, Wirral CH62 2DE</b>	To <b>engage</b> members and public, promoting health awareness	ALL	Membership Office	Trevor Wooding	Outstanding	30 new members
<b>Thursday 14<sup>th</sup> June 2018</b>	<b>Patient and family engagement event, Bangor Football Club</b>	Opportunity for Governors to engage with patients and families	North Wales	Jo Shaw, Lead Nurse - PFCC	TBC	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
<b>Thursday 5<sup>th</sup> July 2018</b>	<b>NHS 70<sup>th</sup> Birthday</b>	Celebration for Staff and Governors	ALL	Various departments	TBC	Outstanding	-
<b>16<sup>th</sup> July 2018, 10.30am</b>	<b>Membership and Communications Sub Committee</b>	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Governor members of sub committee	Outstanding	-

Sunday 15 <sup>th</sup> July 2018	<b>Disability Awareness Day</b>	To <b>recruit</b> new members and promote LHCH	Cheshire	Membership Office	Vera Hornby Ruth Rogers Amanda Clarke Trevor Wooding	Outstanding	60 new members
Thursday 13 <sup>th</sup> September 2018	<b>Patient and family engagement event Knowsley Community Services</b>	Opportunity for Governors to engage with patients and families	Merseyside	Membership Office	TBA	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
Autumn 2018 – DATE TBA	<b>Recruitment Event - LJMU</b>	To <b>recruit</b> new members.	Merseyside	Membership Office	TBA	Outstanding	60-100 new members
Tuesday 18 <sup>th</sup> September 2018, 4.30pm	<b>Annual Members' Meeting</b>	To <b>engage</b> with membership and members of public, providing a review of the year and look ahead at the future whilst receiving member feedback.	ALL	Membership Office	ALL	Outstanding	Members, governors and public invited to attend
Autumn Edition – September to include Members Survey	<b>Members Matters Autumn Edition (Posted and Electronic)</b>	To <b>inform</b> members and the public, updating them with news, achievements, activities and events organised by the Trust	ALL	Membership Office	N/A	Outstanding	Circulation to all members electronically
Monday 22 <sup>nd</sup> October 2018, 10.30am	<b>Membership &amp; Communications Meeting</b>	To ensure successful implementation of the Trust's Membership Strategy.	ALL	Membership Office	Sub Committee Members	Outstanding	-
November 2018	<b>Patient and family engagement event, Cheshire</b>	Opportunity for Governors to engage with patients and families	Cheshire	Membership Office	TBA	Outstanding	Governors attend to engage and increase visibility. Recruit 10 new members.
December 2018	<b>Members Matters (Electronic)</b>	To <b>inform</b> members and the public, updating them with news, achievements,	ALL	Membership Office	N/A	Outstanding	Circulation to all members by post or electronically.

