

Council of Governors (in Public)

Item 9.4




Subject: Membership and Communications Sub Committee Hot Topics
Date of meeting: Tuesday 5th June 2018
Prepared by: Gill Donnelly, Membership and Communications Officer
Presented by: Amanda Clarke, Public Governor – North Wales

Hot Topics of meeting held on Tuesday 8th May 2018

1. Membership Analysis




Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Target	
			(+/-)	(%)
Public Members	10,100	9,852	-248	-2.45%
Staff Members	1,569	1,569	-	-
TOTAL	11,669	11,421	-248	-2.13%

Key

	Under representation (under target greater than 5%)
	Slightly under representation (within 1.1%-5% of target)
	On target or over representation (within 1% of the target or above target)

Please note that the staff membership is measured on staff opt outs. To date, the Trust has received no staff opt outs.

Membership Strategy – Progress against Key Performance Indicators End of Year Report

Performance Indicator	Position at 31 st March 2018 (1st April 2017 to date)	Status
Optimum number of 10,100 public members	9,852 (2.45% under target)	
Annual churn rate (public members removed) <5%	5.7% (561) to date	
Staff opt outs = nil	0	

Elections: turnout during 2017 National Average for 2017: Acute (contested): Public 15.5% Staff: 14.2%	3 Merseyside Public Governors: 19.8% 2 Cheshire Public Governors: 18.7% 1 Staff (Non Clinical) Governor: 33.3% 1 North Wales: one seat uncontested/one seat left vacant 1 Staff (AHP, Technical and Scientific): uncontested	
Results and Return Rate from bi-annual Membership Survey to match or show improvements Return rate in 2015 =6.8%/696 surveys	N/A No survey this year – survey scheduled for September 2018.	
Fully Functioning Council of Governors	Yes – met quorum set in constitution 21/25 seats filled in Council of Governors at end of year (2 North Wales vacancies out to election to to fill shortly, Knowsley Council and Liverpool City Council vacancies)	

2. Membership Strategy Review

The Membership and Communications Sub Committee reviewed the Membership Strategy and developed a SWOT analysis of current membership position to incorporate this into the strategy document.

A full summary of what was discussed and agreed in relation to this is outlined in Item 7.5 and presented to the Council of Governors for approval.

3. Membership, Recruitment, Engagement and Communications Events Calendar

The following forthcoming events in the membership calendar were highlighted. Governors were invited to contact Gill Donnelly if they are able to help support the Disability Awareness Day on Sunday 15th July.

- 'The key to a healthy heart' event with Age UK – Tuesday 12th June, 1.30pm, Meadowcroft Community Hub, Bromborough
- Disability Awareness Day – Sunday 15th July, Walton Hall Gardens, Warrington
- Combined CoG and Annual Members' Meeting – Tuesday 18th September, 4.30pm, Conference Room
- LJMU Recruitment Events – Autumn 2018 (Date TBC)

4. General Data Protection Regulation (GDPR) Update

It was highlighted that the Membership Office has taken the necessary actions in preparation

for the General Data Protection Regulation which is coming into force on 25th May 2018. Actions to ensure compliance have included incorporation of a revised privacy notice on membership registration forms (online and paper). This is in addition to promotion to highlight legal basis on which information is held, legal justification for holding it and explain opt out process. A paragraph will also be included in the revised Membership Strategy to help enforce this.

5. Members Matters

The next edition of Members Matters will be published in June 2018 and available electronically. Feedback on the contents of Members Matters is always welcomed.

6. Date and time of the next meeting

Monday 16th July, 10.30am, Committee Room, Portacabins
Monday 22nd October, 10.30am, Committee Room, Portacabins

7. Recommendation

The Council of Governors is asked to note this report.