

## Council of Governors (In Public)

### Item 10.2

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 11<sup>th</sup> December 2018  
**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 5<sup>th</sup> November 2018. The key points of discussion and 'hot topics' are highlighted within this report.

#### 2. Hot Topics of the meeting held on 5<sup>th</sup> November 2018

##### Membership Analysis

It was noted that there was 9,630 public members registered on 16<sup>th</sup> July 2018, 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%.

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

Performance Indicator	Year to Date Position at 30th October 2018	Status
Minimum number of 8,500 public members	9,630	
Annual churn rate (public members removed) <5%	454 (4.7%)	
Staff opt outs = nil	0	

<b>Elections: turnout during 2018</b>  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 <sup>st</sup> May 2018.  Contested election for Public Governor vacancy in Merseyside and turnout 20.8% reported in Report of Voting on 30 <sup>th</sup> July 2018.	
Results and Return Rate from bi-annual Membership Survey to match or show improvements  Return rate in 2015 =6.8%/696 surveys	N/A  Survey response rate to be confirmed (deadline 31/10/18)	
Fully Functioning Council of Governors	<ul style="list-style-type: none"> <li>• Yes – met quorum set in constitution</li> <li>• 24/25 seats currently filled in Council of Governors (Knowsley Council is currently vacant)</li> </ul>	

### Members' Survey 2018

The outcomes of the Members' Survey, which had been circulated with the autumn edition of Members Matters were discussed. The following outcomes were highlighted:

- 415 responses had been received (4.3% return rate) to date. 129 (31%) of responses were received electronically.
- Feedback was very positive in relation to the Members Matters newsletter. It is clear from the responses that this is valued by the public membership. The majority of responses agreed that they felt the newsletter was of interest, informative, clear, concise and easy to read. Suggestions received for improvement included considering how the online version could become more accessible to all. For example, consideration to the colours used in the newsletter to assist those with visual impairments, inclusion of a letters page, more articles on research and a reminder of the governor role with pen profiles of new governors.
- A wide range of health topics were suggested for future health events and also community groups/possible links for partnership working.
- The majority of members valued most about their membership that they are kept up to date with news and developments.
- Just over half of public members responding to the survey would be interested in watching recordings of presentations from health events following the event. This was of particular interest to those who would need to travel a distance to attend.
- Those responding would recommend LHCH as a place for friends and family to be

<p>treated (97% either extremely likely or likely)</p> <p>It was discussed at the meeting that the Membership Office will develop a plan of membership events for 2019/2020 which will facilitate a good spread across constituencies (Merseyside, Cheshire, North Wales). This plan will be brought to the sub committee for approval in January 2019. Suggestions for Members Matters outlined above will also be explored further for future editions.</p>
<p><b>Membership Events</b></p> <p>Feedback from recent events were discussed and it was noted:</p> <ul style="list-style-type: none"> <li>• The LJMU Recruitment Day was held on 3<sup>rd</sup> October 2018 and was a great success with over 150 new members recruited on the day. The sub committee expressed their thanks to Michelle Laing and Liverpool John Moores University for facilitating the event, along with the students who supported governors and volunteers in attendance on the day.</li> <li>• Dorothy Burgess, Public Governor - Merseyside noted she had found the Patient and Family Engagement event a valuable experience and expressed her thanks to Lisa Gurrell, Patient and Family Support Manager and the community team present on the day.</li> </ul> <p>The next membership event was discussed which was due to take place on 22<sup>nd</sup> November at 11am at Bridge Chapel Community Centre, Heath Road, Allerton. Talks will be provided by Jo Shaw, Divisional Head of Nursing - Clinical Services with an overview of LHCH and Scott Hawkes and Paul Maines on diagnosing respiratory conditions and sleep disorders. Dorothy Burgess, Public Governor - Merseyside invited all to attend.</p>
<p><b>Members Matters</b></p> <p>The next edition of Members Matters (electronic only) is scheduled to be published in December 2018 and the contents plan was shared at the meeting. The sub committee were invited to share any comments or suggestions on the proposed contents.</p>
<p><b>Governor Focus Conference Showcase</b></p> <p>Following expressions of interest from LHCH Governors in applying to taking part in the Governor Focus Conference Showcase. It was confirmed that NHS Providers had advised that the event would take place on 9<sup>th</sup> May 2019. The application process for this will begin January/February 2019. The link for 2018's successful applications is available <a href="https://nhsproviders.org/programmes/governwell/governor-showcase-2018">https://nhsproviders.org/programmes/governwell/governor-showcase-2018</a> The sub committee will give some consideration to this application and this will be discussed at the next meeting.</p>
<p><b>Date and time for the next meeting</b></p> <p>Monday 29<sup>th</sup> January, 11am, Research Meeting Room</p>

### 3. Recommendations

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