

## Council of Governors (in Public)

### Item 12.1

**Subject:** Membership and Communications Sub Committee  
**Date of meeting:** 23<sup>rd</sup> January 2017  
**Prepared by:** Gill Donnelly, Membership and Communications Officer  
**Presented by:** Mike Brereton, Public Governor - Cheshire

Hot Topics		
<b>1. Membership Strategy – Progress against Key Performance Indicators as at 23rd January 2017</b>		
Performance Indicator	Position at 21st December 2016 (year to date)	Status
Optimum number of 10,100 public members	10,100	
Annual Churn rate (public membership) <5%	357 = 3.5%	
Staff opt outs = nil	0	
Election turnout = higher than national average	1 contested staff governor election held in summer 2016 in Registered Nurses and Non Registered Nurses classification – 26.2%	
Results and Return Rate from bi-annual Membership Survey to match or show improvements	N/A No survey this year.	
Fully Functioning Council of Governors	Yes – met quorum set in constitution 25/25 seats filled in Council of Governors at present.	
<p>*National average turnout is as follows (provided by Electoral Reform Services (ERS))</p> <p>Public: 21%</p> <p>Staff: 15%</p>		
<b>2. Membership Recruitment, Engagement and Communication Events Calendar 2017</b>		
<p>The membership recruitment, engagement and communication events calendar for 2017-2018 has been set and includes the following member events planned for the year:</p>		

- Members Health Talk, 'Stroke Rehabilitation', Chester Football Club, Cheshire – 23<sup>rd</sup> March 2017, 7pm with Megan Richardson, Neuro and Complex Rehab Physiotherapist and Carmel Richardson, Highly Specialised Speech and Language Therapist
- Governor Election Workshop for Prospective Candidates on 19<sup>th</sup> April 2017, 5.30pm in LHCH Conference Room, Research Unit
- Members Health Talk on 19<sup>th</sup> April 2017, 'Cardiac Devices' 7pm with Dr Wright in LHCH Conference Room, Research Unit
- Members Health Event & Open Day – Saturday 6<sup>th</sup> May 2017, 10am-1pm at LHCH
- Members Health Talk 'Diabetes', Ramada Plaza Wrexham, North Wales – Wednesday 24<sup>th</sup> May, 7pm
- Combined Council of Governors and Annual Members' Meeting – Monday 25<sup>th</sup> September, 4.30pm

The plan also incorporates four editions of Members Matters – two to be circulated by post as well as electronically and two will be available electronically for members and staff.

There will be two recruitment events (spring and autumn) at Liverpool John Moores University and one the Disability Awareness Event (9<sup>th</sup> July 2016) along with a number of other initiatives to recruit new members introduced onsite.

### **3. Governor Elections**

The summer governor election timetable will commence early May and a number of communication channels will be used to promote the elections and governor role, including using the above planned membership events to highlight this. Governors were invited to be interviewed for a short video to highlight the role on our website and via social media

### **4. Date and time of the next meeting**

The next meeting will take place on Monday 8<sup>th</sup> May, 11am in the Boardroom.