

Item 9.1 Appendix 2a

Council of Governors Membership and Communications Sub Committee

Terms of Reference

1. Constitution and Remit:

The Council of Governors has established this Sub Committee to support the development and delivery of the Membership Strategy and to facilitate effective communication and engagement with members.

2. Objectives and Duties:

Membership Strategy:

- Annually review the Membership Strategy on behalf of the Council of Governors and publish an annual membership report at the Annual Members' Meeting including a review of the strategy and progress made.
- Set criteria for monitoring the success of the Membership Strategy and its implementation – these will include measures on representation, churn rate and levels of engagement including election turnout.
- Ensure that risks associated with the implementation of the Membership Strategy are identified and incorporated within the Trust's risk assessment process.

Recruitment and Engagement:

- Recommend and coordinate the delivery of plans to meet specific recruitment targets, including representation in all demographic groups and for each geographical area.
- Evaluate the effectiveness of member recruitment and engagement activities to inform future plans.

Communications:

- Review and clarify what is wanted from members and design communications around this
- Evaluate current communication processes (community based meetings; use of website, mailings and IT communications) and identify / recommend best practice
- Review and contribute to the 'Members Matters' newsletter distributed to all members (public and staff)
- Undertake a bi-annual members survey, evaluate feedback and set targets to measure year on year improvement
- Hold a series of topical health events open to both members and members of the public.

3. Membership:

- Chair – an elected public Governor
- Up to 8 elected public Governors to include at least 1 from Cheshire, at least 1 from Merseyside and at least 1 from North Wales (one of whom shall be the nominated Deputy Chair)
- One Nominated Governor
- One Staff Governor
- Director of Corporate Affairs
- Membership Officer

Public and staff members may be invited to participate in the work of the Sub Committee, at the request of the Chair.

4. Quorum

A minimum of 4 members including the Chair or nominated deputy.

5. Frequency:

The Sub Committee will meet quarterly – additional meetings may be called by the Chair if required by members of the Sub Committee.

6. Authority:

The Sub Committee will make recommendations to the Council of Governors and the Board of Directors as appropriate.

Any costs / resources incurred must be approved by the Director of Corporate Affairs.

7. Reporting:

The Group will provide a written summary progress report 'Hot Topics' to the Council of Governors on a quarterly basis in addition to an annual Membership Report.

8. Conduct of Meetings:

- A note of actions will be kept by the Membership Officer who will provide administrative support to the meetings
- Standing agenda items will include:
 - Review of action notes and progress
 - Membership analysis reports
 - Recruitment and Engagement Plan
 - Communications Plan
 - Items for reporting to CoG meeting

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