

## **Item 8.1(b)**

### **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

Revised May 2017