

Council of Governors (Public)

Item 12.1

**council
paper**

Subject: Membership and Communications Sub Committee
Date of Meeting: Monday 15th February 2016
Prepared by: Gill Donnelly, Communications and Membership Officer
Presented by: Mike Brereton, Public Governor – Cheshire (Chair)

Hot Topics		
1. Membership Strategy – Progress against Key Performance Indicators (Position year to date April 2015 – February 2016)		
Performance Indicator	Position at 4th February 2016 (year to date)	Status
Optimum number of 10,100 public members	10,333	
Annual Churn rate (public membership) <5%	Churn rate of 2.7% (279) to date	
Staff opt outs = nil	0	
Election turnout – at least 30%	4 contested elections held in summer 2015 (although did not meet 30% all considered higher than national average*): Merseyside – 25.2% North Wales – 28.3% Staff – Non Clinical – 27.4% Staff – Registered and Non Registered Nurses – 17.8%	
Results and Return Rate from Bi-annual Membership Survey to match or show improvements	6.8% (2013 survey at 6.9%)	
Fully Functioning Council of Governors	Yes – met quorum set in constitution 23/25 seats filled in Council of Governors at present.	
<p>*National turnout is as follows (provided by Electoral Reform Services (ERS))</p> <p>Public: 21% Staff: 15%</p>		

2. Membership Recruitment, Engagement and Communication Events Calendar 2016

The sub committee received the draft events planner for governors and discussed that this would be a working document, updated and circulated on a regular basis with the Chairman's bulletin.

The events calendar is available in appendix 12.1a for 2016. Governors are always welcome and encouraged to attend the attached events. The Membership and Communications Sub Committee would particularly welcome volunteers to support membership recruitment events. For more information regarding any of these events please contact Gill Donnelly, Membership and Communications Officer or Mike Brereton, Membership and Communications Sub Committee Chair.

3. Membership and Governor Sections on the LHCH Website

The sub committee reviewed the Membership and Council of Governor sections on the new LHCH website. The sub committee agreed these were a great improvement. The importance of ensuring content is up to date and that website links are fully functioning was noted and will be part of the on-going review and maintenance programme for content managers.

4. Members Matters

The sub committee discussed the above and the possibility of reducing the number of posted paper editions of Members Matters from three to two per annum. In addition to this there could be additional editions (1 or 2 per annum) produced digitally to complement these. This means there would be three or four editions produced per annum – 1 or 2 online and 2 mailed out. It was also considered the March and September editions would be the best time of year for the newsletter to be distributed by post (December and June online).

It was agreed to consider making the newsletter more digitally friendly and easier to read via tablet, mobile or PC. Further consideration will be given to this and brought to the next meeting.

3. Date and Time of Next Meeting

Monday 9th May 2016, 11am in the Boardroom, Executive Offices