

Item 12.1b

Membership Communications, Recruitment & Engagement Plan April 2016– March 2017

Target (31st March 2017) = Optimum 10,100 members

Recruitment Target (31st March 2017) = 400 new members (estimated turnover rate 400)

Timescale	Action	Primary Objective	Constituency	Lead(s)	Governor Attendees	Status	Anticipated Outcome
Spring Edition	Members Matters (issued with copy of Spotlight – LHCH Charity magazine)	To inform members and the public, updating them with news, achievements, activities and events organised by the Trust and Charity.	ALL	Gill Donnelly, Membership & Communications Officer	N/A	Complete	Circulation to all members electronically or by post
26 th April 2016	Hope Mountain Hike for LHCH Charity	To involve and engage members with LHCH Charity.	North Wales	LHCH Charity Team	N/A	Complete	Members invited to attend and participate in hike.
May/June 2016	Patient Mailshot (in conjunction with LHCH Charity	To recruit new members, improving representation.	Merseyside	Mary Liley, Head of Fundraising Gill Donnelly, Membership &	N/A	Outstanding	300 new members

				Communications Officer			
Thursday 26 th May, 7pm	'Today's research is tomorrow's medicine', Wrexham Medical Institute	To engage members and public, promoting health awareness	North Wales	Gill Donnelly, Membership and Communications Officer Roy Griffiths, Governor – North Wales	TBA	Outstanding	Members, governors and public invited to attend
Summer edition	Members Matters Summer Edition (Electronic)	To inform members and the public, updating them with news, achievements, activities and events organised by the Trust	ALL	Gill Donnelly, Membership and Communications Officer	N/A	Outstanding	Available to all members electronically via the website and emailed to members with email address
Tuesday 7 th June 2016	Patient and family engagement event, Bangor	Opportunity for Governors to engage with patients and families	North Wales	Jo Shaw, Lead Nurse - PFCC	TBC	Outstanding	Governors attend to engage and increase visibility.
Tuesday 14 th June 2016	'Breathing easier', Village Hotel, Whiston	To engage members and public, promoting health awareness	Merseyside	Gill Donnelly, Membership & Communications Officer	TBA	Outstanding	Members, governors and public invited to attend
Sunday 10 th July 2016	Disability Awareness Day	To recruit new members and promote LHCH	Cheshire	Gill Donnelly, Membership & Communications Officer	Roy Griffiths Vera Hornby	Outstanding	50 new members
Wednesday 13 th July 2016, 7pm	'Would you know what to do in an emergency' Halliwell Jones Stadium, Warrington Cheshire	To engage members and public, promoting health awareness	Cheshire	Gill Donnelly, Membership & Communications Officer	TBA	Outstanding	Members, governors and public invited to attend
10 th September 2016	Members' Health day and Open Day	To engage members and public, promoting health awareness and showcasing LHCH.	ALL	Gill Donnelly, Membership & Communications Officer	TBA	Outstanding	Members, governors and public invited to attend
22 nd September 2016	Patient and family engagement event,	Opportunity for Governors to engage	Merseyside	Gill Donnelly, Membership &	TBA	Outstanding	Governors attend to engage and

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