

Council of Governors (Public)

Item 12.1

Subject: Membership and Communications Sub Committee
Date of Meeting: Monday 9th May 2016
Prepared by: Gill Donnelly, Communications and Membership Officer
Presented by: **Brian Roberts, Public Governor - Merseyside**

Hot Topics

1. Membership Strategy – Progress against Key Performance Indicators End of year report for period - 1st April 2015 - 31st March 2016

Performance Indicator	Position at 31st March 2016 (year to date)	Status
Optimum number of 10,100 public members	10,303	
Annual Churn rate (public membership) <5%	Churn rate of 327 (3.2%)	
Staff opt outs = nil	0	
Election turnout – at least 30%	4 contested elections held in summer 2015 (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.	

*National turnout is as follows (provided by Electoral Reform Services (ERS))

Public: 21%
Staff: 15%

2. Updated Membership Strategy and Membership Recruitment, Engagement and Communication Plan

The Membership Strategy has been updated and reviewed by the Membership and Communications Sub Committee. This incorporates two notable changes as follows:

- Based on analysis review Merseyside is the area to focus on for future membership recruitment. This will improve representation of membership in comparison to our patient population
- The key performance indicator for governor election turnout has been altered from above 30% to higher than national average for staff and public elections.

The updated Membership Strategy is attached for Council of Governor approval.

3. Patient Mailing

A membership recruitment mailshot focusing on Knowsley postcodes will be distributed in May/June. The outcome of this will be brought to the next sub-committee meeting.

4. Members Matters

It was confirmed that posted and electronic copies of Members Matters would be distributed in spring and autumn going forward. Two additional electronic versions would be emailed and available online in both summer and winter (new year edition).

Feedback given from the spring edition of Members Matters was very positive in relation to its content and format.

5. Date and time of the next meeting

Monday 18th July, 11am in the Boardroom, Executive Offices.