

## Council of Governors (Public)

### Item 11.1

**Subject:** Membership and Communications Sub Committee  
**Date of meeting:** 21st November 2016  
**Prepared by:** Gill Donnelly, Membership and Communications Officer  
**Presented by:** Mike Brereton, Public Governor - Cheshire

### Hot Topics

#### 1. Membership Strategy – Progress against Key Performance Indicators as at 14th November 2016

Performance Indicator	Position at 14th November 2016 (year to date)	Status
Optimum number of 10,100 public members	10,093	
Annual Churn rate (public membership) <5%	311 = 3%	
Staff opt outs = nil	0	
Election turnout = higher than national average	1 contested staff governor election held in summer 2016 in Registered Nurses and Non Registered Nurses classification – 26.2%	
Results and Return Rate from bi-annual Membership Survey to match or show improvements	N/A No survey this year.	
Fully Functioning Council of Governors	Yes – met quorum set in constitution 25/25 seats filled in Council of Governors at present.	

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

Public: 21%  
 Staff: 15%

#### 2. Members Health Day and Open Day 2016 Evaluation

The sub committee discussed the above event which took place on Saturday 10<sup>th</sup> September and that the event had been successful with more participation from local community organisations e.g. Community Health Ambassador Team, Healthwatch and Healthy Homes. This was in addition to trust led stands from the Knowsley Community Cardiovascular Disease service, LHCH Charity, Nutrition and Dietary advice and behind the scenes tours from X-ray, Pulmonary Function and Cath Labs. It was concluded that it would

be helpful if next year's event could take place earlier in the year to attract higher attendance, help raise awareness of upcoming governor elections and to attract potential candidates to stand for election. The next event will be scheduled in June 2017.

### **3. Membership Recruitment, Engagement and Communication Events Calendar 2017**

The sub committee discussed the events calendar and options for maximising the promotion of the forthcoming governor elections in Summer 2017. It was agreed that membership events would be used as opportunity to promote the role of Governor and the skills being sought and as such would be timed accordingly. The placement of the online and posted editions of Members Matters was also considered (there will be two posted and two available online only). A finalised calendar will be available in the new year and will be circulated to all governors.

### **4. Members Survey**

The bi-annual members survey scheduled for 2017 was discussed and it was recommended that for practicality reasons that this would be deferred for 12 months until Summer 2018. Members will continue to invited to provide feedback at any time via Members Matters publications.

**The Council of Governors is asked to support the recommendation that the next members survey be deferred until Summer 2018.**

### **5. Members Matters**

The new year edition of Members Matters will be circulated in January 2017 and will include a 'Best of the Best' LHCH Grand Awards special as well as promotion of the 2017 governor election campaign.

### **6. Date and time of the next meeting**

The next meeting will take place on Monday 9<sup>th</sup> January, 11am in Committee Room 1, Executive Offices.