

# Membership & Community Engagement Strategy

## 2024- 2028





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# 1.Introduction

Liverpool Heart and Chest Hospital NHS Foundation Trust (LHCH) is one of the country's leading specialist heart and chest hospitals, providing adult cardiothoracic and respiratory services to a catchment population of approximately 2.8 million people, predominantly from Merseyside, but also from Cheshire, North Wales and the Rest of England and Wales (including parts of Lancashire and Greater Manchester), Isle of Man and also nationally for some highly specialist work e.g. aortics and heart and lung robotic surgery programme LHCH was rated Outstanding in a Care Quality Commission (CQC) inspection in 2016 and 2019.

The vision for LHCH is

**'to be the best - leading and delivering outstanding heart and chest care and research'.**

This strategy has been developed

**'to deliver the best communication and engagement opportunities for our governors, Foundation Trust membership and the wider population'.**





## 2. Our Membership & Community Engagement Strategy - Key Aims

The aims of our Membership & Community Engagement Strategy are summarised as follows:

- Support delivery of the LHCH strategy 'Patients, Partnerships and Populations'\* in improving population health. Building awareness of key health topics, the importance of taking ownership of our own health and taking steps to remove health inequalities.
- Retain membership that is diversity representative of the population. Aiming to exceed 8,000 public members, recruiting to improve representation and maintaining a low level of turnover of membership.
- Continuously demonstrate that we are inclusive to all.
- Involve and engage with members and the community, enabling them to have a voice, on the patient and family experience including the quality of LHCH services.
- Enhance the Trust's profile and reputation through communication and engagement with membership, governors and the public at large.
- Attract and nurture members who may be interested in becoming our governors of the future.
- Consider opportunities to work with our partners collaboratively to achieve our aims.

\*This document will be reviewed in light of any changes to LHCH strategy.



### 3. Key Drivers for Member, Patient and Public Engagement

As an outstanding specialist hospital, we recognise the benefits successful membership and community communications and engagement can bring. For example:

- Playing a role in improving population health and supporting prevention.
- Raising the profile of LHCH and building on its outstanding reputation
- Learning from feedback received to make improvements.

The following internal and external publications also support in driving this work forward:

- The NHS Constitution sets out rights of individuals to be involved in decisions about their own healthcare and also in the planning of healthcare services. It also sets out the responsibilities of patients and public. The Trust will aim to promote these rights and responsibilities through its engagement activity.
- The NHS Act 2006 Section 242 (1B) places a duty on NHS organisations to involve and consult people when it comes to making changes to services.
- Health and Social Care Act 2012 empowers patients and gives a new focus to public health; it extends the duty of governors to represent the interests of the public as well as membership. Monitor's Your Statutory Duties: A reference guide for NHS foundation trust governors, published August 2013 reiterates this expanding role.
- The Health and Care Act 2022 was introduced to make it easier for health and care organisations to deliver joined-up care for people who rely on multiple different services, building on earlier recommendations by NHS England and NHS Improvement. This brought an increased focus on reducing health inequalities.
- The Code of Governance refers specifically to patient and public engagement and the need for clarity about how public interests will be represented. The Addendum to Your statutory duties - reference guide for NHS foundation trust governors 'System working and collaboration: role of foundation trust councils of governors' was published in 2022. This provides guidance for governors and trusts on the impact of Integrated Care Systems on how Councils should carry out their statutory duties. To support collaboration between organisations and the delivery of better, joined-up care, councils of governors are required to form a rounded view of the interests of the 'public at large'. This includes the population of the local system of which the NHS foundation trust is part.
- The 5 year LHCH Strategy 'Patients, Partnerships and Populations' is focused on providing world class care for the communities we serve. It outlines our strategy as a foundation trust, to support our membership to promote an awareness of heart and lung disease within their localities.
- LHCH Communications Strategy 2022-25 which aims to deliver the best internal and external communications every day, which align with, and actively support LHCH's vision and strategic objectives.
- Constitution of Liverpool Heart and Chest Hospital Foundation Trust which outlines the governance arrangements for membership, the Council of Governors and election rules.



## 4. What is membership?

As a Foundation Trust we are accountable to our patients, members and communities we serve. Our Council of Governors represent the views of our members and the public, whilst holding our Non Executive Directors to account for the performance of the Board.

### Why become a member?

Our members can be involved as little or as much as they like – from just receiving information to attending events or standing for election to become a Governor. Members can:

- Keep informed on the latest news and developments and receive a copy of LHCH Matters at least twice a year - more if you can view our electronic copies too.
- Be eligible to stand for election as a Governor or vote in elections for the Council of Governors.
- Have their say on what matters to them by participating in focus groups or members surveys. For example, attending our Patient and Family Engagement Event to shape our hospital's quality priorities.
- Attend our programme of membership events including our Annual Members' Meeting.
- Access our health resources such as our podcasts, health talks or written articles with health specialists.
- Engage with Governors enabling them to represent member views.
- Find out more about hospital volunteering or the work of LHCH Charity.

### Who are the Council of Governors?

There are 25 Governors on our Council of Governors – all there to represent the views of members, members of the public and in the case of Nominated Governors their partner organisations. Full details of our Governors are available on our website [www.lhch.nhs.uk](http://www.lhch.nhs.uk). All Governors can be contacted by emailing [membership.office@lhch.nhs.uk](mailto:membership.office@lhch.nhs.uk)

The Membership Registration form is available online via <https://secure.membra.co.uk/Join/LHCH>



## 5. Membership Constituencies Explained

As a specialist Foundation Trust we have 2 membership constituencies:

### Public

- A public constituency divided into four defined voting areas, representing public, patients, carers and volunteers residing in these defined areas.

### Staff

- A staff constituency divided into four defined classes.

Prior to becoming a Foundation Trust LHCH consulted widely in determining the breakdown of its membership community and the following table shows the agreed model of governance following public consultation which was endorsed and approved by the Board of Directors.

Constituency	Classification	Restrictions	Age	Rationalisation
Public "Opt in"	A Merseyside	Vexatious complainants	16 years or over	Patients, carers, volunteers and public will be members of one of the 4 defined areas of the public constituency, determined by where they live.  The defined areas of the public constituency are based on local authority electoral wards to ensure that all areas are fully and proportionately represented.
	B Cheshire	Assaults on Staff or volunteers		
	C North Wales			
	D Rest of England and Wales			
Staff: "Opt out"	Registered Medical Practitioners	Permanent or Fixed term contract >12 months	N/A	Rationale is for the inclusion of all staff in the change process for the future development of the hospital and the value the Trust places on staff involvement.  Excludes volunteers. Membership would be on a "opt in" public basis for these groups.
	Registered and Non Registered Nurses			
	Allied Healthcare Professionals -Technical and Scientific	Honorary staff that work onsite as part of extended team LHCH can register to be a member (if fits above criteria).		
	Non Clinical Staff			

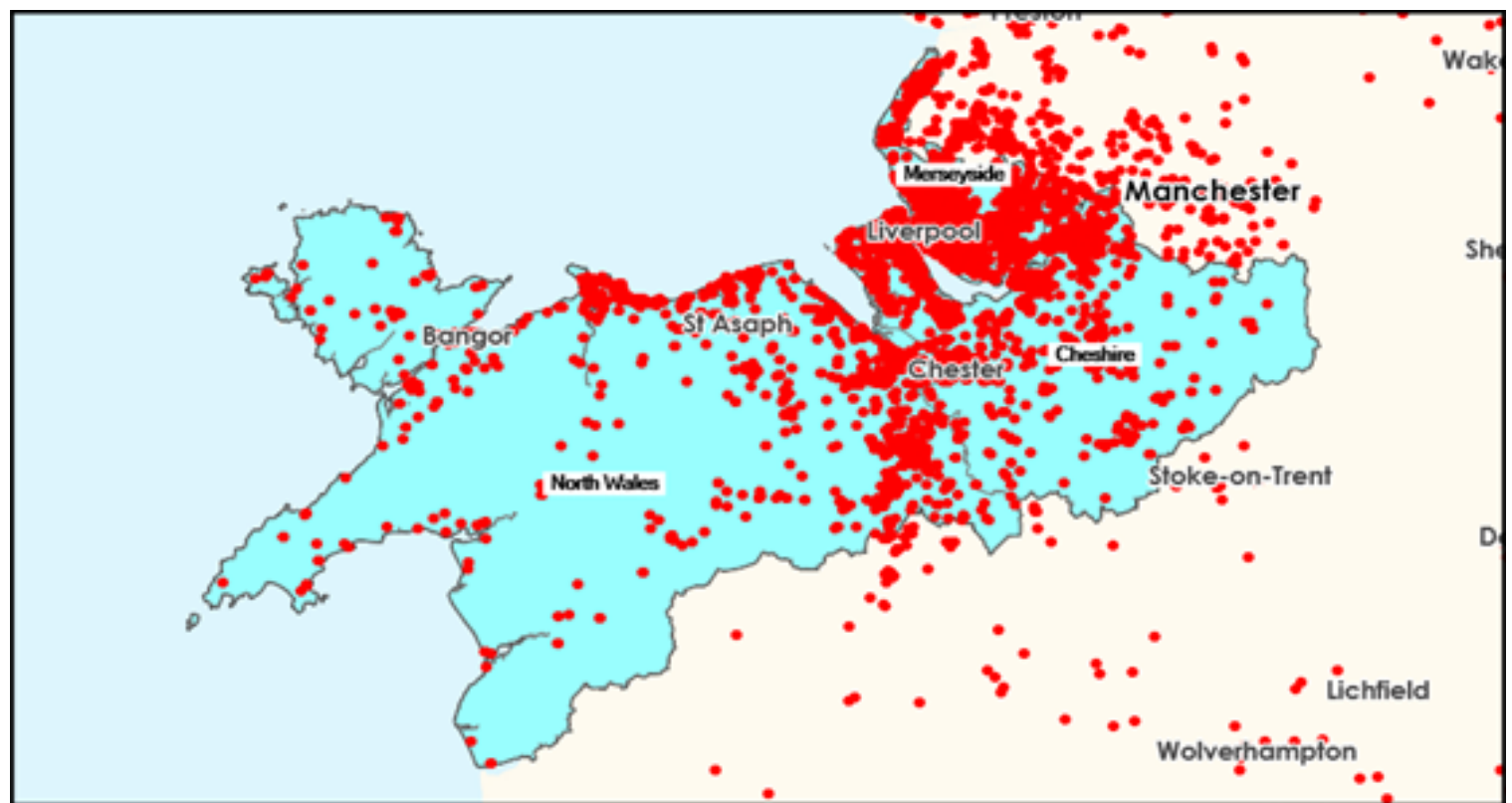
## 6. Resourcing membership development

The Trust has a budget for the implementation and management of the Membership & Communication Engagement Strategy and the administrative running of the Council of Governors. This figure also funds the membership database, membership communications and events.

The Trust has a responsibility to ensure that all membership recruitment, communications and engagement activity is carried out in the most cost effective way possible, achieving value for money. To achieve this all members will be encouraged to provide an email address on registration, enabling them to receive communication electronically.

Within the context of wider collaboration we are increasingly looking to share opportunities with other organisations which will also increase the resources available to deliver our membership and community engagement strategy.

The below members map highlights distribution of members across the catchment area.





## 7. Improving Membership Representation

Since becoming a Foundation Trust in 2009, the Trust has built and maintained a substantial membership of 8,671\*.

The Trust aims to retain an optimum number of at least 8,000 public members by recruiting new members whilst also maintaining a low turnover. This includes members that sadly pass away, opt out or move away.

We aim to encourage an active and engaged membership that is representative of the population. Therefore, our focus is upon making every effort to reach more underrepresented 'groups we find hard to reach' within our membership communities, via specific targeted campaigns. These areas will be identified through demographic comparisons of our membership population compared with the population.

The Council of Governor's Membership and Communications Sub Committee (Appendix 2) will review the geography, age, ethnicity, gender and socio economic breakdown of the membership base on a regular basis to ensure sufficient representation. The Membership Communications, Recruitment and Engagement plan is set to reflect this need.

Our Membership & Community Engagement Calendar is agreed annually. This highlights the recruitment activities, communication and event themes planned by the Membership and Communications Sub Committee for the upcoming year. This document is available on the [LHCH website](#) along with the latest version of this strategy.

\* Figure correct at 5/2/2024



## 8. Engaging with our membership and the wider community

As a Foundation Trust we recognise that recruiting and retaining a genuinely active membership will be challenging. Our membership provides an important vehicle through which to channel patient and public engagement activity and influence how we plan, redesign and deliver our services.

The range of communication and involvement activities that we have identified for public and staff members are as follows.

- Welcome Letter (on registration)
- LHCH Matters Newsletter (four times a year electronically)
- Members Feedback Form (every two years)
- Invitation to CoG meetings, Annual Members' Meeting and other events including health talks
- Focus Groups to shape services such as Quality Priorities
- LHCH website including the Membership Zone
- LHCH Social Media Pages
- Podcasts
- Organised Council of Governor Walkabouts, PLACE assessment & patient and family engagement events.
- Members can vote or stand for election to the Council of Governors
- Participation the LHCH Volunteers Scheme
- Become involved in fundraising for the Liverpool Heart and Chest Hospital Charity
- Nominate for staff recognition schemes – Employee of the Month & LHCH Grand Awards
- Receive a range of dedicated staff communications including dedicated staff intranet, weekly e-bulletin, team brief, screensavers to name a few. Please note this applies to staff members only.

The Trust is also committed to offering translation and interpreting services to enable us to engage effectively with any member or community group where English is not the first language.





## 9. Measuring Success

This Membership and Community Engagement Strategy will be monitored by the Membership and Communications Sub Committee of the Council of Governors, which is chaired by a Governor (Appendix 2).

The Trust has identified the following indicators that will be used initially to measure the success of its membership and community strategy.

- Exceeding minimum membership level of 8,000
- Turnover rate (public membership) <6%
- Staff opt outs - nil
- Fully functioning and effective Council of Governors
- Evidence of LHCH Matters Views – at least 30% email open rate
- Feedback received from members and public including at events.

The Council of Governor's Membership and Communications Sub Committee are supported by the Communications team and will:

- Monitor and support implementation of the Membership & Community Engagement Strategy
- Monitor the diversity of our membership population twice a year to identify areas which need improved representation, setting the membership and community communications, recruitment and engagement plan accordingly. This will be reviewed on a quarterly basis and changes to the plan made as required.
- Regularly review this strategy (at least every two years) and recommend revisions to the Council of Governors & Board of Directors as appropriate
- Provide an annual membership report and review of this strategy at the Annual Members' Meeting.



## 10. Privacy Notice

We collect and hold public and staff member information for the purposes of the Trust to meet the legal requirements set out in UK law, or exercise the official authority established for a Foundation Trust as a public body. Personal information will only be used to fulfil the requirements in relation to the individual's membership of Liverpool Heart and Chest Hospital NHS Foundation Trust and not shared elsewhere.

Staff and Public Members can opt out at any time by contacting the Membership Office on 0151 600 1410 or by emailing [membership.office@lhch.nhs.uk](mailto:membership.office@lhch.nhs.uk)

For more information please visit the LHCH Privacy Notice on [www.lhch.nhs.uk](http://www.lhch.nhs.uk)





For more information about membership or to read  
LHCH Matters please visit:

[www.lhch.nhs.uk/membership-zone](http://www.lhch.nhs.uk/membership-zone)

