

Council of Governors (in Public) Item 16.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 4th June 2024
Prepared by: Gill Donnelly, Membership & Communications Officer
Presented by: Dorothy Price, Staff Governor – AHP, Technical & Scientific and
Chair of Membership and Communications Sub Committee
Purpose of Report: To Note

1. Executive Summary

The Membership and Communications Sub-Committee met on 16th May 2024. The meeting was attended by Staff Governor (and Chair of the subcommittee) Dorothy Price and Public Governor, David Bromilow. Mary Liley, Head of Fundraising attended to share an update from LHCH Charity and the meeting was supported by Gill Donnelly, Membership & Communications Officer.

The following key points were discussed:

- LHCH Charity provided an update on a number of campaigns, events and projects currently underway.
- All key performance indicators within the Membership Strategy had been achieved year to date.
- LHCH Matters had just been circulated in May 2024 sharing news, developments, and key health messages to members (public and staff) and the wider LHCH community.
- The next edition of LHCH Matters would be published in September 2024 and suggestions for articles for inclusion welcomed.
- A number of community events had been arranged to increase awareness of the importance of good heart health and to support cardiovascular disease prevention.
- Plans are underway to organise recruitment events to encourage new membership.

A more detailed note of the discussion and the 'hot topics' are highlighted within this report.

2. Hot Topics of the meeting held on the 16th May 2024

2.1 Membership Report at 24th April 2024

It was highlighted that 8,622 public members were registered on 24th April 2024 which exceeded the minimum target of 8,000 public members. It was noted that all key performance indicators had been met year to date.

Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target	
			(+/-)	(%)
Public Members	8,000	8,622	+622	+7.8%
Staff Members	1,863	1,863	-	-
TOTAL	9,863	10,485	+622	+6.3%

Key

	Under representation (under target greater than 5%)
	Slightly under representation (within 1.1%-5% of target)
	On target or over representation (within 1% of the target or above target)

Membership & Community Engagement Strategy – Progress against Key Performance Indicators (Year to date 2024/25)

Please note that the staff membership is measured on staff opt outs. To date, the Trust has

Performance Indicator	Year to Date Position on 24 th April 2024	Status
Minimum number of 8,000 public members	8,622	
Annual churn rate (public members removed) <6%	25 (-0.2%)	
Staff opt outs = nil	0	
Fully Functioning and effective Council of Governors	<ul style="list-style-type: none"> Yes – met quorum set in constitution 22 out of 25 seats currently filled in Council of Governors. 	
Evidence of LHCH Matters Views by members (at least 30% email open rate)	Issue 1, 2024 – 36% email open rate	
Feedback received from members and public including at events	“Talk was good. We all enjoyed it.” (CVD Prevention Talk) attended by 30+ people.	

2.2 LHCH Charity Update

An update was provided on the work of LHCH Charity and this included:

- LHCH Charity provided an update on the Jet2 prize draw currently underway and available to enter.
- It was added that a donor questionnaire had been circulated and the feedback of this would be shared when available.

<ul style="list-style-type: none"> • Contactless giving sites were due to be installed across the hospital site shortly to enable donations from patients, families and visitors. • Future events were currently in the planning stages including a black-tie charity ball and corporate golf day for 2025. • Other highlights of this year's forthcoming event programme, including the sky dive, are available to view on the LHCH Charity website.
<p>2.3 Membership & Community Communications, Recruitment and Engagement Plan 2024/25</p> <p>The Membership and Community Calendar for 2024/25 was discussed as follows:</p> <p>Community Health Promotion Events</p> <ul style="list-style-type: none"> • CVD Prevention Talk to Luncheon Group, Formby - Zoe McIntosh, Strategic Partnerships Team attended to provide a talk on the importance of heart health. This had been well received. • Health Focus of the Quarter – Stress & Anxiety – The Communications team had recorded a podcast to mark this and this had been shared internally and externally. • National Walking Month & International Clinical Trials Day – Articles would follow to mark these in the next edition of LHCH Matters. • CVD Prevention Lymm Wine & Beer Circle, 17th July, 8pm at Spread Eagle Pub, Lymm – Denis McAllister, Public Governor – Cheshire has arranged for the Strategic Partnerships team to share a talk on CVD prevention. Governors are invited to support the event, help promote the work of the hospital and membership. <p>Communications</p> <ul style="list-style-type: none"> • LHCH Matters Issue 2 – LHCH Matters had just been circulated in May 2024 sharing news, developments, and key health messages to members (public and staff) and the wider LHCH community. The number of pages had been increased to 16 pages to accommodate more content. Paper copies had been available for members without email and across the hospital site. <p>Recruitment Events</p> <ul style="list-style-type: none"> • Disability Awareness Day, 14th July 2024 – This event had been discussed and it was agreed that this event would be put on hold for consideration again in the future. Focus would instead this time be on the university recruitment events instead to increase membership in younger age groups. • Plans are underway to hold a promotional stand to recruit new members at Liverpool John Moores University and University of Liverpool. It is hoped as many governors as possible can support these events to help us raise the profile of LHCH and membership. If you would like to be involved and can spare a couple of hours please contact Dot Price or Gill Donnelly.
<p>2.4 Date and time for the next meeting (virtual)</p> <p>To be confirmed</p>

3. Recommendations

The Council of Governors are recommended to **note** the contents of the report.

Governors interested in becoming involved in the work of the sub committee, or attend any of the events outlined above, are invited to speak to Dorothy Price or Gill Donnelly.