

## Council of Governors (in Public)

### Item 14.1

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 17<sup>th</sup> September 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 Receive

### 1. Executive Summary

The Membership and Communications Sub-Committee met on 31<sup>st</sup> July 2024. The meeting was chaired by Staff Governor (and Chair of the subcommittee) Dorothy Price.

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 was scheduled for publication in September 2024 sharing news, developments, and key health messages to members (public and staff) and the wider LHCH community.
- 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 with local universities to organise recruitment events to encourage new membership improving representation with younger age groups.
- Governor volunteers that do not attend the sub committee are encouraged and very welcome to attend and support forthcoming events.

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 31<sup>st</sup> July 2024

2.1 Membership Report at 30 <sup>th</sup> July 2024					
Public Constituency	Plan	Actual	Variance from Minimum Target		
	Minimum Target	Number of Members		(+/-)	(%)
Public Members	8,000	8,509		+509	+6.36%

Staff Members	1,863	1,863		-	-
<b>TOTAL</b>	<b>9,863</b>	<b>10,372</b>		<b>+509</b>	<b>+5.16%</b>




**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)

**a)Membership Strategy – Performance against Key Performance Indicators (KPIs)**

Performance Indicator	Year to Date Position at 30 <sup>th</sup> July 2024	Status
Minimum number of 8,000 public members	8,509	
Annual churn rate (public members removed) <5%	-143/1.7% since 1 <sup>st</sup> April 2024	
Staff opt outs = nil	0	
Fully Functioning Council of Governors	<p><b><u>Elections 2024</u></b></p> <p><b><u>Public</u></b></p> <p><b>Merseyside – Contested - 6 candidates for 2 seats</b></p> <p>Turnout – 9.6%</p> <p><b>North Wales – Uncontested – for 1 seat</b></p> <p><b>Cheshire – Uncontested – 2 candidates for 3 vacancies</b></p> <p><b>Rest of England &amp; Wales – 0 candidate for 0 seat</b></p> <p><b><u>Staff</u></b></p> <p><b>Staff Governor – Non Clinical – 1 candidate for 1 seat</b></p> <p>Yes – met quorum set in constitution</p> <p>23 out of 25 seats currently filled in Council of Governors.</p>	
Evidence of LHCH Matters Views (at least 30%)	<ul style="list-style-type: none"> <li>32% - Issue 2 2024</li> </ul>	
Feedback received from events	<p>“I would just like to re-iterate my thanks for your presentation last night. As I said it went down very well. After you’d left several people came up to me to say how it was really helpful to explain things in more detail than they’d received from their doctors. Similarly people also</p>	

	commented that they would take positive action to address their lifestyle."	
Please note that the staff membership is measured on staff opt outs. To date, the Trust has received no staff opt outs.		
<p><b>2.2 LHCH Charity Update</b></p> <p>An update was provided on the work of LHCH Charity and this included:</p> <ul style="list-style-type: none"> <li>• First contactless giving board now in place outside of charity office and working well. Further five to be installed in the coming weeks.</li> <li>• Autumn Newsletter and Christmas Catalogue now in production with lots of lovely new cards and merchandise to choose from.</li> <li>• Plans underway for Golf Day and Autumn Ball in 2025.</li> <li>• Other highlights of this year's forthcoming event programme, including the sky dive, are available to view on the <a href="#">LHCH Charity website</a>.</li> </ul>		
<p><b>2.3 Membership &amp; Community Communications, Recruitment and Engagement Plan 2024/25</b></p> <p>The Membership and Community Calendar for 2024/25 was discussed as follows:</p> <p><b>Community Health Promotion Events</b></p> <ul style="list-style-type: none"> <li>• CVD Prevention talk to Lymm Wine &amp; Beer Circle took place in Lymm – Denis McAllister, Public Governor – Cheshire arranged for Zoe McIntosh, Strategic Partnerships team to share a talk on CVD prevention. The talk was well attended by 60-70 people and sparked lots of questions and discussion. Thanks to Zoe for supporting this.</li> <li>• Reduce your risk of heart disease with Crosby Soroptimists, 25<sup>th</sup> September, 12.30-3pm at Crosby Library (details below). All welcome to attend:</li> </ul> <div data-bbox="287 1232 845 2038">  <p><b>REDUCE YOUR RISK OF HEART DISEASE</b></p> <p>Crosby Soroptimists and Liverpool Heart and Chest Hospital NHS Foundation Trust offer a free heart health event for women</p> <p>* heart health talk with clinical specialist * * Q + A session * * blood pressure, heart rate, BMI checks available *</p> <p><b>Wednesday 25<sup>th</sup> September 2024</b> <b>12.30 – 3pm</b> <b>Crosby Library</b> [1<sup>st</sup> floor – lift available] <b>Crosby Road North, Waterloo L22 0LQ</b></p> <p><b>BOOK YOUR FREE PLACE</b> <b>by Monday 9<sup>th</sup> September</b> Email : <a href="mailto:s.i.crosby@btinternet.com">s.i.crosby@btinternet.com</a> Subject : "Heart Health" Please provide your <u>name and phone number</u> <b>Book early – places limited</b></p> <p> </p> </div> <p><b>Communications</b></p>		

- LHCH Matters Issue 3 – LHCH Matters will be circulated in September 2024 sharing news, developments, and key health messages to members (public and staff) and the wider LHCH community. This edition will be shared electronically primarily however, paper copies will be made available across the hospital site.



### Recruitment Events

- Plans are underway to hold a promotional stand to recruit new members at Liverpool John Moores University on 22<sup>nd</sup> October (Morning/Afternoon session). 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.
- It is hoped that a similar event can be held in the new year at University of Liverpool.

### 2.4 Date and time for the next meeting (virtual)

Thursday 10<sup>th</sup> October, 1pm

## 3. Recommendations

The Council of Governors are recommended to **receive** 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.***