

Council of Governors (in Public)

Item 14.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 3rd December 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 10th October 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 the Christmas campaign currently underway.
- All key performance indicators within the Membership & Community Engagement Strategy had been achieved year to date.
- LHCH Matters, Issue 4 was scheduled for publication in December 2024 sharing news, developments, features and key health messages to members (public and staff) and the wider LHCH community.
- A community events had taken place to mark World Heart Day to increase awareness of the importance of good heart health and to support cardiovascular disease prevention.
- An event had been organised with Liverpool John Moores University to encourage new membership improving representation with younger age groups.

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

2. Hot Topics of the meeting held on 10th October 2024

2.1 Membership Analysis

a) Membership Report at 7th October 2024

Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target	
			(+/-)	(%)
Public Members	8,000	8,485	+485	+6.06%
Staff Members	1,863	1,863	-	-

TOTAL	9,863	10,348	+485	+4.92%
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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)

b) Membership Strategy – Performance against Key Performance Indicators (KPIs)

Performance Indicator	Year to Date Position at 7th October 2024	Status
Minimum number of 8,000 public members	8,485	
Annual churn rate (public members removed) <5%	-175/2.1% since 1 st April 2024	
Staff opt outs = nil	0	
Fully Functioning Council of Governors	<u>Elections 2024</u> <u>Public</u> Merseyside – Contested - 6 candidates for 2 seats Turnout – 9.6% North Wales – Uncontested – for 1 seat Cheshire – Uncontested – 2 candidates for 3 vacancies Rest of England & Wales – 0 candidate for 0 seat <u>Staff</u> Staff Governor – Non Clinical – 1 candidate for 1 seat Yes – met quorum set in constitution 23 out of 25 seats currently filled in Council of Governors.	
Evidence of LHCH Matters Views (at least 30%)	<ul style="list-style-type: none"> 38% of members received newsletter by email opened this - Issue 3 2024 	
Feedback received from events	“A huge thank you from the president and members of SI Crosby for delivering such a successful heart health event today at Crosby Library. Please will you convey our thanks, too, to your two nursing colleagues, whose	

	names I have not made a note of, for their part in the health checks after the talk. Their willingness to answer so many questions was very much appreciated by the women having the health checks.”	
	International Soroptomists - Crosby	
Please note that the staff membership is measured on staff opt outs. To date, the Trust has received no staff opt outs.		
2.2 LHCH Charity Update An update was provided on the work of LHCH Charity and this included: <ul style="list-style-type: none"> Autumn Newsletter and Christmas Catalogue now in production with new cards and merchandise to choose from. LHCH Charity Christmas campaign was underway and would be shared widely in the run up to Christmas to promote the charity and encourage donations. 		
2.3 - 2024/24 Membership Community Calendar <ul style="list-style-type: none"> LHCH Matters Issue 3 (September) This publication had been well received, circulated electronically and across the hospital site for patients, families and visitors. Feedback and ideas for future articles was always welcomed. Health Focus of Quarter – Diagnosing Lung Disease Work would take place with the Respiratory Diagnostics Department to feature the service in the next newsletter. Reduce Your Risk of Heart Disease with Crosby Soroptomists – 25th September, 12.30-3pm at Crosby Library Feedback was very positive from the event with over 50 in attendance. Thanks was offered to the Strategic Partnerships team and Dot Price involved in supporting this event from a CVD prevention perspective. LHCH Matters Issue 4 (December) The next edition of this publication for all members of the LHCH community (patients, staff, members) will be circulated in December 2024. University Recruitment Events (UoL & LJMU on 22nd October) Michelle Laing from Liverpool John Moores University had organised for governors to present to students and to host a recruitment stand in the faculty main entrance foyer. 		
2.4 Date and time for the next meeting (virtual) January 2025 – Date TBC		

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.