

## Council of Governors (in Public) Item 14.1

**Subject:** Membership and Communications Sub-Committee Hot Topics & Membership & Community Engagement Strategy  
**Date of Meeting:** Tuesday 5<sup>th</sup> March 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 15<sup>th</sup> February 2024. The meeting was attended by Staff Governors, Dorothy Price and Michelle Beaver and Public Governors, David Bromilow, Ray Davis, Denis McAllister and Joan Burgen. 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 the exciting work underway including highlights of their forthcoming event programme which are available to view on the [LHCH Charity website](#).
- All key performance indicators within the Membership Strategy had been achieved year to date.
- The representation of membership in comparison to the general population in terms of age, gender and ethnicity was discussed. It was discussed continuing to target new members under the age of 60 to improve this balance.
- LHCH Matters had been circulated in December 2023 and was well-read electronically making it a very worthwhile publication to share news, developments and key health messages to members (public and staff) and the wider LHCH community.
- Feedback from the Members Feedback Form was shared and noted within this report.
- The next edition of LHCH Matters would be published in March 2024 and would increase in size to 16 pages to include more content.
- Membership & Community Engagement Strategy has been refreshed and is attached for approval by the Council of Governors (14.1a)
- Membership & Community Calendar for 2024/25 was discussed and is attached for information (14.1b).

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 15<sup>th</sup> February 2024

### 2.1 Membership Report at 5<sup>th</sup> February 2024

It was highlighted that 8,671 public members were registered on 5<sup>th</sup> February 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	8,671	+671	+8.4%
Staff Members	1,863	1,863	-	-
<b>TOTAL</b>	<b>9,863</b>	<b>10,534</b>	<b>+671</b>	<b>+6.8%</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)

### Membership Strategy – Progress against Key Performance Indicators (Year to Date 2023/24)

Performance Indicator	Year to Date Position at 5 <sup>th</sup> February 2024	Status
Minimum number of 8,000 public members	8,671	
Annual churn rate (public members removed) <5%	-282/3% since 1 <sup>st</sup> April 2023	
Staff opt outs = nil	0	
<b>Elections</b>  National Average (from CES) 2022*  Average Public turnout is 10-15%  Average Staff turnout is 15-20%  <i>*Awaiting 2023 figures from CES although early indications are that this will reduce.</i>	<b>Elections 2023</b>  <b>Staff</b>  <b>Registered and Non Registered Nurses –</b> Contested – 2 candidates for 1 seat Turnout – 14.5%  <b>AHP, Technical &amp; Scientific</b>  Contested election – 2 candidates for 1 seat in both elections Turnout – 20.6%  Registered Medical Practitioners (1 seats) & Non Clinical (2 seats) uncontested and successfully	

	<p>filled.</p> <p><b><u>Public</u></b></p> <p><b>Merseyside – Contested</b> - 6 candidates for 5 seats Turnout – 9.9%</p> <p><b>North Wales – Contested</b> - 3 candidates for 2 seats Turnout – 11.7%</p> <p><b><u>Elections 2024</u></b></p> <p><b>Staff Governor – Non Clinical – 1 candidate elected uncontested</b></p>	
Results and Return Rate from bi-annual Membership Survey to match or show improvements (1.4% in 2021 – Survey included request for patient experiences).	Member experience feedback form completed Dec 23/Jan 24 with 1% return rate.	
Fully Functioning Council of Governors	<ul style="list-style-type: none"> <li>• Yes – met quorum set in constitution</li> <li>• 23 out of 25 seats currently filled in Council of Governors.</li> </ul>	

Please note that the staff membership is measured on staff opt outs. To date, the Trust has received no staff opt outs.

A report was provided which outlined representation of the Trust's membership compared with the general population. It was highlighted that the membership was on the whole well represented of the population however improvement could be made by focusing on attracting new members aged between 16 and 60 years old.

## 2.2 LHCH Charity Update

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

- LHCH Charity, despite the difficult economic climate and a small team, has had a really positive few months with a successful Christmas campaign and significant donations to name a few.
- Details of the events calendar for 2024 were shared. These include Tough Mudder, Sky Dive and Zip Wire. Full details are available on the [LHCH Charity website](#).

## 2.3 Members Feedback Form

The Member Feedback Form had been circulated in December 2023 along with the LHCH Matters newsletter. The feedback received included:

- Positive feedback around LHCH Matters 'as it is' however suggestions for further features and articles were shared. For example, more of a focus on volunteering and cystic fibrosis, health promotion and success stories.
- Feedback on the events calendar confirmed that new health articles featuring clinical colleagues should be a priority. This was followed by patient stories, health talks and podcasts.

<ul style="list-style-type: none"> <li>• A wide range of health topics were suggested as a future focus including keeping healthy, diabetes, cardiovascular disease, atrial fibrillation and stress and anxiety to name a few.</li> <li>• A number of patients provided details of their experiences which can be followed up to develop future articles.</li> <li>• Members were provided with the opportunity to opt in for LHCH Charity's Spotlight magazine.</li> </ul>
<p><b>2.4 Membership &amp; Community Communications, Recruitment and Engagement Plan</b></p> <p><b>2023/4 Calendar</b></p> <ul style="list-style-type: none"> <li>• Patient &amp; Family Engagement Event – Quality Priorities – 20<sup>th</sup> February 2024</li> <li>• Publication of LHCH Matters – Issue 1</li> <li>• World Sleep Day – 15<sup>th</sup> March 2024</li> </ul> <p><b>2024/25 Calendar</b></p> <p>The Membership and Community Calendar for 2024/25 was discussed and is attached for information (14.1b).</p>
<p><b>2.5 Membership &amp; Community Engagement Strategy</b></p> <p>The Membership and Communications Sub Committee approved the revised Membership and Community Engagement Strategy and recommend this for approval by the Council of Governors. The refreshed strategy is attached 14.1a for information.</p> <p>The strategy has been developed</p> <p><i>'to deliver the best communication and engagement opportunities for our governors, Foundation Trust membership and the wider population'.</i></p> <p>The benefits of a successful membership and community communications engagement includes:</p> <ul style="list-style-type: none"> <li>• Playing a role in improving population health and supporting prevention</li> <li>• Raising the profile of LHCH and building on its outstanding reputation</li> <li>• Learning from feedback received to make improvements.</li> </ul> <p>The revised strategy is in line with the Trust's Patients, Partnerships and Populations publication.</p>
<p><b>2.6 Date and time for the next meeting (virtual)</b></p> <p>Thursday 2<sup>nd</sup> May at 10am via Microsoft Teams</p>

### 3. Recommendations

The Council of Governors are recommended to:

- **Approve** the Membership & Community Engagement Strategy 2024-2028
- **Note** the contents of the report.

Governors interested in becoming involved in the work of the sub committee are invited to speak to Dorothy Price or Gill Donnelly.