

Council of Governors (in Public)

Item 13.1

Subject: Membership and Communications Sub-Committee Hot Topics
Date of Meeting: Tuesday 3rd June 2025
Prepared by: Gill Donnelly, Senior 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 15th May 2025. The meeting was attended by two Public Governors (Ray Davis and Denis McAllister), two Staff Governors (Dot Price and Michelle Beaver), Head of Fundraising and Senior Communications Officer. The meeting was chaired by Staff Governor, Dorothy Price.

The following key points were discussed:

- LHCH Charity provided an update on the work of the charity, highlighting it had been chosen as Charity of the Year by Liverpool Soroptimists.
- All key performance indicators within the Membership & Community Engagement Strategy were achieved at the end of the financial year.
- LHCH Matters, Issue 2 is scheduled for publication in June 2025 sharing news, developments, features and key health messages to members (public and staff) and the wider LHCH community.
- Progress against the LHCH Membership & Community Communications and Events Calendar was discussed for 2025/26.
- 50 shortlisted entries will be displayed on the hospital corridor for the benefit of all. The competition had been well received with over 100 entries received to date. The competition closes to entries on 30th May.

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

2. Hot Topics of the meeting held on 15th May 2025

2.1 Membership Analysis on 31st March 2025

Public Constituency	Plan Minimum Target	Actual Number of Members	Variance from Minimum Target	
			(+/-)	(%)
Public Members	8,000	8,403	+403	+4.8%
Staff Members	1,963	1,963	-	-
TOTAL	9,963	10,366	+403	+4.4%

2.2 LHCH Charity Update

Mary Liley, Head of Fundraising provided an update on LHCH Charity as follows:

- Liverpool Soroptimist Group has kindly selected LHCH Charity as their Charity of the Year. This introduction was made at a previous health event organised via the sub committee and thanks was offered for involving the charity.
- Following a communications campaign, including an article in the Spotlight magazine, a 5% increase in LHCH Charity lottery participants had been noted.
- A number of supporters had signed up to challenge events and organisation of forthcoming events was progressing well.
- Work was underway to increase brand awareness of LHCH Charity.

2.3 Membership & Community Communications and Events Calendar 2025/26

Progress against the calendar was discussed including:

- New for 2025/26 is the re-introduction of the LHCH Photo Competition. Entries have been encouraged from all members of the LHCH community to fit the 'Great Outdoors' theme. 50 shortlisted entries will be displayed on the hospital corridor for the benefit of all. Over 100 entries had been received to date. The competition closes to entries on 30th May.
- LHCH Matters, Issue 2 for 2025 will be shared widely in June 2025.
- Liverpool Soroptimist and Merseyside Society for Deaf People have approached LHCH for support in providing CVD prevention event for the deaf community. A meeting is taking place to explore this, and further updates will follow.
- Communications continues to raise awareness of a variety of health topics including Challenge Yourself Month, Cystic Fibrosis and Heart Rhythm Week.
- Governor elections, along with a communications campaign, has commenced for 2 Public Governors (Cheshire & Rest of England & Wales) and 2 Staff Governors (Registered & Non Registered Nurses).

2.4 Date and time for the next meeting (virtual)

August 2025 – Date TBC

3. Recommendations

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