

## **Council of Governors (in Public)**

### **Item 13.1**

**Subject:** Membership and Communications Sub-Committee Hot Topics  
**Date of Meeting:** Tuesday 4<sup>th</sup> March 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 13<sup>th</sup> February 2025. The meeting was attended by three Public Governors, two Staff Governors, Head of Fundraising and Senior Communications Officer. 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 work of the charity, highlighting it had been a positive year despite a challenging economic climate, and shared key focuses for the forthcoming year.
- All key performance indicators within the Membership & Community Engagement Strategy had been achieved year to date.
- LHCH Matters, Issue 1 is scheduled for publication in March 2025 sharing news, developments, features and key health messages to members (public and staff) and the wider LHCH community.
- The LHCH Membership & Community Communications and Events Calendar was discussed for 2025/26.
- The LHCH Photo Competition will re-launch in March 2025. Entries are encouraged from across the LHCH catchment area on the 'Great Outdoors' theme. Shortlisted entries will be displayed on the hospital corridors for the benefit of patients, families, staff and visitors.

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

## 2. Hot Topics of the meeting held on 13<sup>th</sup> February 2025

### 2.1 Membership Analysis on 6<sup>th</sup> February 2025

| Public Constituency | Plan<br>Minimum<br>Target | Actual<br>Number of<br>Members | Variance from Minimum<br>Target |               |
|---------------------|---------------------------|--------------------------------|---------------------------------|---------------|
|                     |                           |                                | (+/-)                           | (%)           |
| Public Members      | 8,000                     | 8,438                          | +438                            | +5.47%        |
| Staff Members       | 1,863                     | 1,863                          | -                               | -             |
| <b>TOTAL</b>        | <b>9,863</b>              | <b>10,301</b>                  | <b>+438</b>                     | <b>+4.44%</b> |

### 2.2 LHCH Charity Update

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

- Despite the challenging economic climate LHCH Charity is ahead of the projected income for 2024/25 by 20%
- The focus for the forthcoming year will be on retaining and growing LHCH Charity donors
- Promotion of how people can join the charity lottery will be increased
- The development of a programme of work to increase the percentage of patients that aware of how they can support LHCH Charity will be commenced.

### 2.3 Membership & Community Communications and Events Calendar 2025/26

The calendar was discussed and is attached (12.2a) for information. This is a working document and will be added to during the year if needed. This included:

- New for 2025/26 is the re-introduction of the LHCH Photo Competition. Entries will be encouraged from all members of the LHCH community to fit the 'Great Outdoors' theme. Shortlisted entries will be displayed on the hospital corridor for the benefit of all
- LHCH Matters, Issue 1 for 2025 will be shared widely in March 2025
- Communications to cover a variety of health topics will be produced to reflect the services of LHCH
- Opportunities to support the CVD Prevention work of the Trust will also be considered.

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

May 2025 – Date TBC

## 3. Recommendations

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