

## Report of the Strategic Management Council (SMC): 2016-2017

This has been a challenging year for our beloved Liverpool Medical Institution, with some highs and some lows. The refurbishment of the building, improvements in technology, and conservation of our library collections have been exceedingly successful.

However, all of this success is overshadowed by the financial crisis that we are facing. The continuing decline in membership numbers and the rising cost of maintaining our architecturally unique building, amongst other things, put us in a very precarious position. We are doing all we can to reduce expenditure and increase income, and the Strategic Management Council and LMI staff have been working extremely hard to restore LMI to an even keel. SMC has produced an action plan to reduce the predicted deficit for 2017 and open more sustainable income sources. However, whilst we have already made considerable savings, we have been further impacted by a substantial funding stream from Health Education North West being discontinued with effect from March 2017.

The first prong of our campaign to address this was an appeal to the membership of the LMI for help. We are extremely grateful for the response received from many members, with donations, advice, suggestions and proposals of colleagues and friends as new members. We have received £4,500 in donations, much of this Gift Aid eligible, and an influx of new members.

We have taken a very careful look at our activities, and how we might quickly make savings in order to secure the future of the LMI, a few of which are mentioned below. Following a consultation, some of the LMI staff have voluntarily agreed to reduce their working hours.

Reviewing staff workloads, it has become clear, with much regret, that within the short term, we will no longer be able to issue the *LMI Transactions & Report*, due to the amount of time required to produce the document, and the large cost of publishing it. Instead, we will publish meeting minutes, obituaries and lecture videos on the LMI's website.

The LMI website has been updated, vastly improving its look, feel and usability, and introducing the capacity to take online payments. The change will save a substantial amount of money on web hosting and provide a much better first impression for visitors. It also allows us to put more content online, including more lecture videos, articles and minutes exclusively for members to enjoy. The new website was designed in-house, saving the expense of external web development.

The action plan includes strategies for increasing income in ways which support our charitable aims, as well as saving money. We are exploring mutually beneficial partnerships with various educational institutions and societies, in order to widen awareness of the LMI and increase the use of the building for academic purposes. We are also working to develop resources for young people considering careers in medicine, to complement the already successful and well-received Year 12 Medical Careers Conference.

We continue to expand our audience as a unique and characterful wedding venue, and are just about to launch a wedding brochure and marketing campaign to promote this new opportunity.

We intend to bring more expertise on to the SMC by increasing the number of independent, skilled lay professionals on the board. We plan to make membership more accessible by disposing of the outdated proposer/seconder scheme and introducing a new membership category for non-medical professionals to join and support us. In order to make these changes, we will ask you, the membership, to pass a Special Resolution to amend our Byelaws.

## **Membership**

We would be extremely grateful if our existing members could act as advocates for LMI membership to their colleagues and friends. This year we have already seen a welcome upturn in membership applications and would like this momentum to continue.

In order to supplement this, we will also be conducting a membership recruitment drive across hospital trusts and GP centres throughout Merseyside to raise awareness and increase new applications.

## **Programme**

Mr Derek Machin has put together a brilliant programme for the 178th session of the Liverpool Medical Institution. He presented a very varied and interesting selection of talks that included fascinating lectures on pre-hospital emergency medicine, transatlantic balloon races and palliative care. We thank him for his hard work on this.

## **People**

An organization's main strength is in its people, in this case the staff and membership. The Strategic Management Council wish to thank all those who help to run the LMI on a day-to-day basis.

Membership and conference services could not be delivered without the administration team Audrey, Sam and Sharon. We would like to thank Real Food Catering for their outstanding cuisine and incredible flexibility, and our permanent staff responsible for the day to day operation of the Institution for their efforts during the year. Tom, who looks after the evening meetings, continues to do an invaluable job with loyalty and flexibility, and Laurence Brady has been a great help behind the bar.

Adrienne, Sue and Joy continue to provide excellent library services and to care for and preserve LMI's collection of fabulous artefacts and portraits. Karen has done a fantastic job with the LMI finances and Mal Price continues to keep the LMI building looking great and working well.

I would also like to thank my fellow officers and members of SMC for their concerted effort to find ways to develop and rejuvenate the LMI and exhort them to keep up the good work!

Last but not least, we thank the LMI membership for their support in these challenging economic times, and encourage you to come and enjoy the building and events and make the most of your membership!