



MARKETING AND MEMBERSHIP SUB GROUP MEETING

Wednesday 10 March 2010
Challenge House, Driffield

Action

1. **Apologies:** N/A

 - Present:** Pat Perkins, Jean Turner, Win Hough, Susan Oliver, Joanne Greenfield, Ortrud Nield, Julia Bugg.

 2. **Minutes of previous meeting** The minutes from the meeting held on 24/02/2010 were accepted as a true record.

 3. **FORUM preparation:** JG Presented the new pull-ups and folders to the group. Discussion based around proposed changes to them.

WH suggested we needed to ensure that the importance of peoples' ideas is clearly expressed.
- JG**
- Order of pictures to be mixed so not all materials the same.
- Corporate image to be the same throughout – colours to be standardised and “Have your say... “ to be moved to the top of the folder and text to be enlarged on inside front. Logo to be moved across on this page and on the back page.
- Strap line to be changed to:
- “Together we can make a difference” and “influence” to “improve”.
- Empty space to be minimised on pull-ups.
4. **Membership letter:** Confirmed that letter and associated documents have/are being distributed to all individual

members, group members, libraries, leisure centres and village halls and individually identified recipients as previously agreed. JT requested that we do not forget Radio Humberside.

SO

Welcome letter and pack to be produced ready for Monday.

Welcome letter and pack.

5. Talks:

Confirmed that the deliverers be asked to be brief in their presentations, giving an overview of strategy – what it means in practical terms and the impact on the person on the street.

SO

To keep within 12 minute time scale, allowing 3 minutes to swap.

Contact deliverers with the information and request.

Ask deliverers for a profile and picture to be emailed to us if possible along with any special equipment needs they may have.

6. Letters to named members:

From Ruth Marsden, on behalf of Lead Group.

SO

7. Material:

PP submitted material for the FORUM to SO. JT's material to follow.

JT

8. Workshops:

Facilitator with 4 or 5 questions to lead into feedback.

Order:

1. Tim Horne – Director of Marketing and Communications at Hull & ER Hospitals
2. Karen Richardson – Clinical Services Programme Manager at ERNHS
3. Michael Hird – CQC Locality Manager
4. Rosy Pope.

Itinerary/Programme:

10.00 am	Registration
10.30 am	Ruth Marsden – Introduction
10.40 am	Tim Horne
10.55 am	Karen Richardson
11.10 am	Question and Answers
11.20 am	Workshops
	Acute Hospitals
	Transport
	Mental Health & Learning
	Disability
12 noon	Feedback – Facilitators

12.15 pm	Lunch	
1.00 pm	Michael hird	
1.15 pm	Rosie Pope	
1.30 pm	Questions and Answers	
1.40 pm	Workshops	
	Care in the Community	
	GP Issues	
	Marketing and Membership	
2.20 pm	Feedback – Facilitators	
2.35 pm	Sub Group Question and Answers	SO
2.55 pm	Ruth – Closing Address	
3.00 pm	Close – tea and coffee available	
	Savilles to set up at DRC, including additional equipment.	Static mike, lectern, remote and projector plus any specialist requirements.
	PowerPoint presentation to run in background, captions and music.	JB
	Photographer – Driffield Times	SO
	Badges	JB
	Packs to contain the following:	
	Evaluation Form	JG/JB
	Leaflet	
	Membership Form	
	Pens and Paper	
	Programme	
Meeting Closed:	3.45 pm	