



MARKETING AND MEMBERSHIP SUB GROUP MEETING

**Thursday 25 May 2010
Learning Resource Centre
Humber NHS Foundation Trust
Willerby**

Action

1. **Apologies:** Jean Turner, Win Hough, Ortrud Nield, Sylvia Whitton, Ron Hart
Present: Pat Perkins, Joanne Greenfield, Susan Oliver, Julia Bugg.
2. **Minutes of previous meeting:** The minutes from the meeting held on 06/05/2010 were accepted as a true record.
3. **Matters Arising:**
 4. Forum Report has now been completed and will be distributed at the Lead Group Meeting on 28 May 2010.
 5. Media List on-going.
 6. Website updating as well as welcome pack creation and bus tour – continuing.

Newsletter completed being distributed to members as well as put on the website.All other Actions completed.
4. **ERYLINK Forum June 2010 - Planning:** Disussion took place around the change of venue, following the news on Friday that Sewerby Hall had double booked and we could therefore no longer use the venue. The Expanse Hotel in Bridlington has been provisionally booked. They assure us that parking is available on North Marine Drive for both disabled and general parking on a pay-and-display basis but that free parking is also available in the residential streets around the hotel. Investigate transport from other areas of Bridlington for Bridlington residents.

Expanse have 1 microphone and a screen but no projector, lectern etc. Book Savilles or similar to provide the additional items following research into price.

JB
SO/JG/JB
Actions on-going.

JB
Confirm Booking.
Check transport.
PP
Visit hotel.

SO/JB

SO reported that Alex Whittaker and Peter Choules are at a PCT event on 22 June and so not available. Suitable alternative have been confirmed. Dave Knapp and Derek Newton have been contacted. Suggested Mike Cheeseman would also be a suitable contact – met at Bridlington Health Forum on 21 May 2010.

SO/JB
Contact Mike Cheeseman.

It was agreed that each session will be split into 4 groups and that each group will be given 4 questions. The groups will address the questions in a different order to ensure that all questions are covered.

Group 1	Group 2	Group 3	Group 4
Q1	Q2	Q3	Q4
Q2	Q3	Q4	Q1
Q3	Q4	Q1	Q2
Q4	Q1	Q2	Q3

JB
Organisational List to be created. Seek assistance from Deon etc in securing attendees.

Professionals will be split up and spread throughout the groups.

Market Place – organisational members to be invited to join Market Place as well as NHS Health Promotion stand and others who will be of interest and suitable.

Copy and distribute invitations and marketing materials.

Forum invitations to be sent out and marketing materials as for previous Forum. Press Release to be sent out to all 'Free' papers and especially those in the Bridlington and Holderness areas.

Send press release to papers 31/5/2010 and 4/6/2010.

Care in the Community and Mental Health and Learning Disability Sub Groups to be asked to prepare the questions.

SO/JB
Add question creation to agenda of C in C and MHLD Sub Groups.

JB to contact Jean Wormwell with request to put mini poster in the PAGER newsletter.

JB
Mini poster to Jean Wormwell.

Pictures of the Forum to be taken once again with the aim of using them for publicity. Discussion regarding the quality of picture needed took place, it was agreed that a better camera be used as well as the digital cameras used last time in order to facilitate a better quality image.

JB
Borrow suitable camera from husband.

JB presented a number of documents including a booking form. Discussed by group.

Amend Booking form prior to distribution.

Out of Hours questionnaire to be included in the newsletter as an insert – discussed the document and agreed to alter to reflect requirements of PCT.

Amend OOH questionnaire prior to distribution.

5. Newsletter:

Preparation for the July newsletter should now begin, a schedule is to be created with articles and other inclusions to be planned and produced. Suggested items include:

JB
Schedule.

- Out of Hours
- Questionnaire
- What's On
- Boots the Chemist
- Quality Monitoring in Residential Care
- Election Outcomes
- Focus on a Member
- Lead and Sub Group submissions
- Beverley Community Hospital

6. Welcome Pack:

Discussion took place around the text to be used in the Welcome Pack. JG expressed concern regarding the simplicity of it. Agreed to retain basic text as it has been designed to allow inclusiveness for all readers but relate it to our LINK. Pictures to be used as for our other branded documents and format to reflect the brand image of these too. A large text version to be available for visually impaired.

JG
Arrange printer to expect our text and give general instruction regarding requirements.

JG to liaise with Andy in the first instance SO and JB to forward text once it has been amended. JB to create a version to distribute whilst we await the finished documents.

SO/JB
Amend text to personalise and forward to printer.

JB
Create booklet using revised text.

Details of Next Meetings:

Friday 4 June 2010, Bell Hotel Driffield, 10.30am to 12.30pm. Lunch will be served at 1pm for those staying for the afternoon meeting.

JB
Arrange venue.

Meeting Closed: 4.00pm