



MARKETING AND MEMBERSHIP SUB GROUP MEETING

Thursday 10 March 2011
Boardroom, Beverley Minster Parish Centre
Beverley Minster

Action

1. **Apologies:** Joanne Greenfield, Geoff Mitchell, Jean Turner, Maggie Whitlock Ortrud Nield.
Present: Win Hough, Pat Perkins (Chair), David Vaughan, Susan Oliver, Julia Bugg (note taker).
2. **Minutes of previous meeting:** The minutes from the meeting held on 9/12/2010 were accepted as a true record.
3. **Matters Arising:**

PP reported that the Sub Group would focus on the national HealthWatch push once legislation is in place as it was not pertinent to spend money when nothing was finalised. Discussion took place regarding budgets.

3.1 Host to investigate other voluntary sector events ERYLINK could attend. On-going.

JB emailed Lead Group regarding Coffee/Tea events. PP to follow up request.

6.1 JB presented list of Parish Council meetings as it stands. Still awaiting response from some councils will continue to update and bring to next meeting. WH suggested that the Liaison Group Parish Councils would be a good point of contact.

All other Actions completed or agenda items for this meeting.
4. **Forum at Beverley:**

PP reported that she felt this had been a good event and that the venue had proven to be better than the Minster.

JB presented a hastily created draft Forum Report and asked that members read it and feedback changes to her in time to go to the Lead Group on 22/3/11.

SO/JB
Investigate other voluntary sector events ERYLINK can attend.

PP
Email Lead Group members to organise local event.

ALL
Read report and feedback to JB.

5 Coffee Mornings

The Pockington Tea Afternoon will be held on 16 March as planned. Following request to Lead Group members Jean W has contacted JB to arrange Bridlington Coffee Morning on 29 March.

Suggested item added to newsletter.

Garden Centre at Preston suggested for a leafleting/members rally – Pensioner’s Day very popular.

PP requested updating on hard to reach groups such as Travellers. MW had volunteered to contact this group previously. SO contact MW and see how work is progressing.

WH suggested contacted Children and Family Action to see if we could piggy-back onto any of their events.

SO reported that JG will bring Marketing Strategy to next meeting, looking at planning activities and the year’s priorities.

SO reported that the Lead Group meeting on 22 March was open and that members were welcome to attend.

SO reported that the AgeUK Over 50s event in Hessle had been very quiet and that it had not really been too worthwhile. PP felt that group must be sensible in choice of venues and undertake in places we need to access.

6. Budget:

Deferred.

SO reported that a good budget had been set aside for the M & M budget in the proposed ERYLINK budget but that this was for discussion at Lead Group.

7. Planning for Future Events:

SO reported that the Care in the Community Sub Group would like to look at Social Care with meeting and questioning of representatives from Social Services. This could be a good forum to start 2011 and will help in the creation of the work plan for the groups. Questions to be created by the C in C Sub Group but to allow feedback on TeleHealth, TeleCare, Re-enablement, Transormation, Wilf Ward Trust team etc.

Agreed that this should be in June and that the

SO
Add to newsletter.

JB
Investigate.

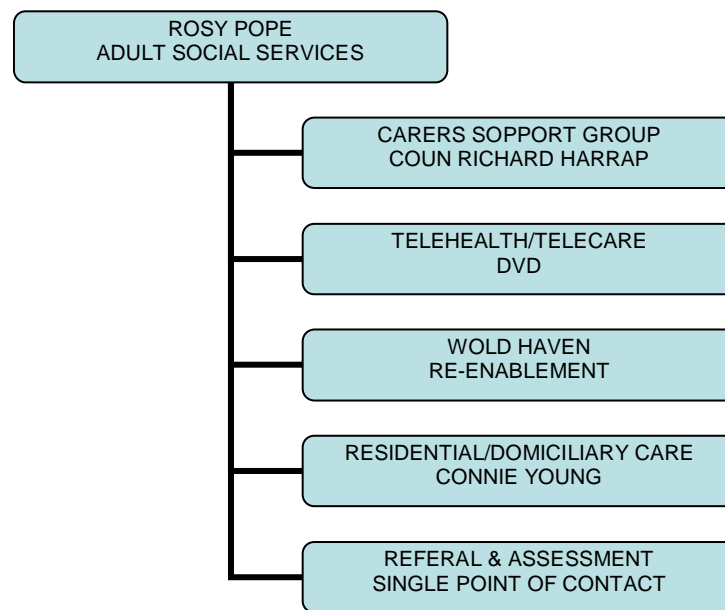
SO
Contact MW regarding Traveller contact.

HOST
Contact groups for discussion.

HOST
Determine timeframe for AGM and Social Care Forum.

RH
Questions for Forum and list of guests required.

AGM should follow it. RH to organise questions and determine who is needed to be present but that topics should also be requested from the public. An actual date to be determined by the time needed to meet the requirements of the Lead Group election procedure. SO to investigate and inform of time frame.



Workshops may be used, depending on what is arranged but don't want to be just talked at all day.

Suggested that Beverley would be a suitable venue, avoid Wednesdays as requested by some members of the Lead Group.

Report to Lead Group on 22 March.

It was agreed that the work schedule for Spring 2011 should be:

- 1 x Forum (June)
- 2 x Coffee/Tea Events (March)
Plus others to be finalised
Cottingham, Market Weighton
North Cave (April/May)
- 1 x Driffield Show (July)
- 6 x Bus Tour days May/June/July)

Other events to be determined as required and HealthWatch/Health Bill marketing to be undertaken in Jan to April in lead up to changeover and once the details have been finalised by Government.

- 8. Bus Tour:** Following discussion and receipt of an updated map it was decided to undertake 6 days of bus tours, visiting approximately 15 places. JB requested to investigate the membership to determine where we have fewest members so these areas may be targeted. Once venues known, contact Rod Towse (ERYC) to determine suitable locations for the bus.
- JB**
Analyse areas when members are lowest in number to target on bus tour.
- 9. Publicity Materials:** JB reported that new marketing materials have been ordered and their delivery is imminent. 2 qualities of pen ordered for different types of events but bumper stickers are very expensive for what they are. Will continue to seek more cost effective source
- Other publicity methods discussed:
- Bus advertising
 - Cinema
 - Within other establishments – fish and chip shops etc.
- Replenishment of the 3 fold leaflet is required, update to show focus on changes and order 1000.
- JB**
Order 3 fold leaflet.
- 10. Computer Email Address List:** PP requested if we could do this in a similar way to Hull LINK, who have a colourful template they use each time. JB confirmed that this could be done and that she would create one in a similar format to the new poster design and send it out for testing as it would appear that many sent are not getting through.
- JB**
Update and undertake to utilise changed format.
- 11. AOB:** SO noted on JG's behalf that the East Riding magazine has been updated and is now 'Your East Riding Magazine'. Other changes include different issues for different areas and a change to only 4 copies per year in line with Government standards. Sub Group should aim to get a piece in for the June Forum – ASAP once date known.
- SO**
Determine date and create article.
- Details of Next Meetings:** Friday 8 April 2011 at 10.30 am, Beverley Minster Parish Centre Board Room.
- JB**
- Meeting Closed:** 4.15 pm