



MARKETING AND MEMBERSHIP SUB GROUP MEETING

Monday 25 October 2010
Parish Centre Board Room
Beverley Minster

Action

1. **Apologies:** Geoff Mitchell, Joanne Greenfield

Present: Pat Perkins, Jean Turner, Win Hough, David Vaughan, Maggie Whitlock, Susan Oliver, Ortrud Nield, Julia Bugg.
2. **Minutes of previous meeting:** The minutes from the meeting held on 06/09/2010 were accepted as a true record.
3. **Matters Arising:**
 - 3.3.4 Saffron meeting postponed as members not in a position to undertake at the moment. ON to keep in contact and arrange as soon as it is viable.
 - 9.1 WH and JB attended Well being forum. Not quite what was expected but a good day for making contacts. JB attended an AGE UK event following an invitation made at this event which resulted in some good HealthWatch feedback.

All other Actions completed or agenda items for this meeting.
4. **Review of Goole Forum - Report:** This event was slow to start, which resulted in many Lead Group attendees leaving at lunch time but the afternoon session was bolstered by the whist drive using The Courtyard and resulted in almost 50 responses.

JB presented a draft report on the event and requested that members let her have comments. Discussion took place regarding the libellous nature of some comments and whether the comments should be sanitised in order to prevent action being taken against ERYLINK. JB reported that she copied the comments verbatim from the sheets as they represented the views of the person making the comment. In one instance, in order, to avoid libellous action against ERYLINK a comment was precluded by 'Concern over

ON
Monitor Saffron availability and arrange meeting when able.

JB
Update and distribute report following comments from members.

misdiagnosis on 3 occasions led individual to...’ It was the feeling of the group that whilst we must avoid libel actions we are simply reporting the comments of the residents of the area and should therefore do so in full. It was decided that a disclaimer should be added to this and future reports and that legal advice should be sought regarding ERYLINK’s position and if this disclaimer is sufficient to prevent slander allegations.

JB
Add ‘These comments represent the views of the individual and are not the views of ERYLINK’ as a footer. Also, that legal advice is sought regarding this issue.

One comment regarding rat infestation at an establishment should not be amended to remove this opinion, though vermin infestation may be a better way of representing the issue.

DV presented to the group some ideas he has been working on regarding marketing materials and issues forms. He indicated that the A5 forms currently in use were not adequate as they are not colourful enough and need to be used as data collection documents to collect more detail of the provider of the comment. Some discussion took place regarding this and it was agreed that JB would create a data capture document with a similar layout but which would be branded etc. Once produced send a small number to all members for them to distribute to friends and family.

JB
Create data capture document. Distribute to membership.

5 Purchase of IT and PA Systems:

JB reported that the PA system and laptop are now in our possession and the other items will be purchased as a matter of urgency. PP requested that JB stick within the costing previously distributed and JB assured the meeting that this would be the case.

JB
Order outstanding items.

6. Newsletter and Membership Booklet:

JB reported that the Membership Booklet has now been distributed to all recent membership recruits and that all new members get the booklet as a matter of course.

JB

The Newsletter will have articles on the December Forum, Transport Survey, ERYLINK to HealthWatch... The transformation, E & V Summary, E & V Training, report on the Goole Forum.

It was decided to send the Newsletter to GP Surgeries as well as the membership.

JB
Distribute Newsletter to membership and GPs.

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| 7. Beverley Forum – Progress to Date: | JB reported that she has booked the venue; Toll Gavel Church in Beverley and arranged to produce drinks vouchers which will be submitted to servers for a free drink. We pay 50p per beverage. Biscuits and mince pies will be provided. This ‘piggy-backs’ onto a coffee morning which is normally run on that day, with beverage production and serving being done by a local Beverley group. Some room for banners and publicity materials but will not be a repeat of the Goole Forum. Group agreed to let JB continue with the arrangements and that she would keep everyone up-to-date. | <p>JB
Continue to organise and publicise the event.</p> |
| 8. White Paper/ HealthWatch Update: | As we have not received any further information it was decided to defer this item to the next meeting. | <p>JB
Add to agenda for December meeting.</p> |
| 9. Marketing, Membership and Media Sub Group: | Following an update by MW on why Media has been added to the Sub Group name, it was decided to defer this item to the next meeting as Geoff Mitchell was not in attendance and he was the ERYLINK member requesting this. | <p>JB
Add to agenda for December meeting.</p> |
| 10. Enter and View Reports – Press Releases: | <p>E & V press release to be written by report’s author(s) and then sent to Host for checking prior to publishing – sending to media, using JG’s press contacts’ list.</p> <p>The group felt that an additional member of Host staff should be employed to deal with this additional work.</p> <p>SO presented the draft Media Relations Policy and requested that group members take it away for reading and let her have any comments by email.</p> | <p>SO
Legal advice regarding liability.</p> <p>HOST
Employ additional member of staff.</p> <p>ALL
Read Media Relations Policy and send comments to SO by email.</p> |
| 11. Forum/Enter and View Reports: | Liability issues discussed in item 4. Legal advice to be sought | |
| 12. Marketing Strategy: | SO reported on JG’s behalf that the Marketing Strategy for the coming months must be determined if marketing is to be constant and planned. Need to plan for the next 3 months and then for the 12 month period following that. It was agreed that this must be discussed in detail and so JB must ensure that this is an early agenda item for the next meeting. | <p>JB
Ensure an agenda item at next meeting with JG present.</p> |

13: Training Needs:

SO invited the members to identify any training needs they may have or feel they would benefit from training in, such as:

ALL
Inform SO of training needs.

E & V Skills
Writing Questionnaires
Advocacy
Etc.

Please inform Host in order for them to facilitate training.

14. Local Views:

WH introduced her idea to hold coffee mornings in local towns and villages to replace forums, which members will run in order to get the comments of the local residents. These comments will then be passed to the Host for inclusion in the Newsletter or further action.

WH
Organise Withernsea event on 23/11/2010.

15. AOB

JT reported on a Student Well being event being held at Bishop Burton College from 10 am to 3 pm on 17 and 18 November. JB to call the contact for more details and to determine if it is appropriate for us to attend. JT could do 17th and PP, WH and JT the 18th. ON to setup the event for attendees.

JB
Make enquiries as to appropriateness of event.

JT/PP/WH
Woman the stand.

ON
Set up the stand.

Cottingham event 3 November – Host staff unable to attend as is the HWRCC AGM. ON will set it up but volunteers required to ‘man’ it from 11 am to 3 pm. DV and MW agreed to do so, (MW morning only). Check if Roland Stokes, secretary of OPCMG is attending and willing to cover both ‘stalls’ or if Geoff Pearson is available.

DV/MW/ON
Arrange Cottingham event.

RS able to cover.

Carol Johnson – Partnership Plus – is undertaking a bus tour of the region and is happy to take our materials with her. Events on 1, 2 and 4 November. MW agreed to attend on 1 Nov in Nafferton, North Dalton and Hutton Cranswick, PP to join Holderness tour on 2nd from Roos onwards. 4 November date for Cherry Burton, Tickton, Walkington and North Newbald materials only available.

MW/PP
Undertake sessions on Partnership Plus bus tour.

JB
Materials to Carol Johnson.

Carol Johnson is also undertaking work with youth groups and has a residential coming up, which she is happy to take our materials to. JB to prepare Comment Sheet for the event and group to provide statements for use: Mental Health, Sexual Health and Health Issues suggested.

JB
Comment Sheets to Carol Johnson for use at event.

ERYLINK use of bus – defer this year's days to next year in order to use for HealthWatch updates.

SO
Defer dates with Adam.

Christmas card to be sent to partners and Organisational Membership. Discussion took place with some members opposed to this. Was agreed to send non-religious card – Best wishes for the Festive Season – type of card. Suggest charity card with ERYLINK insert.

JB
Source and distribute cards.

Christmas message from Chair for inclusion in Newsletter.

MW
Newsletter message to JG by 12 November.

MW requested that an A-Board be purchased for use at events as well as a generic banner (no ERYLINK or HealthWatch) to be used during change over.

Host
Purchase requested items.

January Forum – Discussion took place about a venue and date. Decided on Drifffield Rugby Club on 12 January 2010.

Host
Check available and book.

Details of Next Meetings:

Thursday 9 December 2010 at 1 pm, Beverley Minster Parish Centre Board Room. Light lunch will be provided.

JB

Meeting Closed: 12.30 pm