



## MARKETING AND MEMBERSHIP SUB GROUP MEETING

**Monday 6 September 2010**  
**Parish Centre Board Room**  
**Beverley Minster**

### Action

#### 1. Apologies:

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

#### 2. Minutes of previous meeting:

The minutes from the meeting held on 02/08/2010 were accepted as a true record.

#### 3. Matters Arising:

3.4 The invitation has been made for Sylvia Whitton to attend a SAFFRON meeting with ON. SW wishes to take this to the MHL D Sub Group, was added to the agenda of their last meeting but was deferred to the next meeting.

**ON**  
Arrange for SW and herself to attend a Saffron meeting.

4.1 JB presented amended Pro forma and asked members to check it and let her have comments/amendments. JB will then update and send to Maggie Whitlock for comments.

**ALL/JB**  
Check Pro forma – amendments to JB for amendment and forwarding to MW.

8.1 Done.

10.1 Awaiting printed copy.

13.1 Done

All other Actions completed or agenda items for this meeting.

#### 4. Review of Anlaby Coffee Morning - Report:

The general feedback on this event was good, though the group would have liked more people in attendance. However, very positive responses from those who did attend meant that the quality of feedback was excellent. Steven Dale from HERY PCT was in attendance, which proved very useful.

**JB**  
Update and distribute report following comments from members.

JB presented a draft report on the event and requested that members let her have comments.

One member felt that the posters could be easier to read. This was discussed and the group decided that the content could not be cut down without excluding vital information. JB to try and make the insert material 'bolder' and produce A3 laminates of the poster inserts for the next event.

**JB**  
Poster inserts  
bolder for next  
event.

Once finalised it was decided that the report be sent to the ER News, Anlaby Newsletter, Care in the Community Sub Group and the PT.

**JB**  
Finalise and  
distribute.

5. **June Forum - Report:** JB distributed an updated version, as a number of evaluation forms had been received since the draft was distributed. Further amendment needed to include SO's notes, then distribute to Lead Group.

**JB**  
Amend and  
distribute.

6. **Purchase of IT and PA Systems:** JB reported that she has done considerable research into laptops, projectors, screens, PA systems etc as requested and that Maggie Whitlock had given the go-ahead to spend up to £4000, subject to agreement by the Lead Group. The majority of Lead Group members agreed without hesitation but 2 members had questions regarding the purchase and to this end a cost benefit analysis had been created. JB presented this to the group and explained how the 'break-even' point was determined. Discussion took place, with the members expressing concern that a Dell machine was preferred by Howden office. It was agreed that an HP laptop be purchased. The group agreed that JB would provide details of the specific items to be purchased along with their cost to the Lead Group prior to purchase.

**JB**  
Address and inform  
by distributing  
specific items to be  
purchased to LG.

7. **Newsletter and Membership Booklet:** Membership booklet currently 'in print' following minor alterations. WH expressed wishes to see the final version before it went to print.
- Newsletter is in the process of being posted from the Howden office. Discussion took place regarding the lateness and timing of the newsletter. It was suggested that the current bi-monthly distribution is not achievable and that a quarterly distribution would be a smarter target. Following this discussion the following schedule for the next newsletter was agreed:
- 12 Nov 2010 – deadline for copy to JG
  - 13 Nov 2010 – draft to group for checking
  - 19 Nov 2010 – final version to printer
  - 24 Nov 2010 – deadline for posting.

**JG**  
Collect material for  
inclusion and liaise  
with printer.

JG requested that any material for inclusion into the November Newsletter be forwarded from this point forward to her.

Focus for next issue will be the Transport Sub Group and should include a Newsletter evaluation form to facilitate feedback from the members.

**8. Goole Forum Update:**

JG confirmed that the Goole Press was including our press release and that an inclusion had been paid for into the free magazine distributed to every home in Goole. Posters have been distributed in the area and letters and mini posters have gone/will go to all of the usual contacts in the area, twice before the event.

**JG/JB**  
Ensure all publicity takes place.

JB gave a summary of what had been organised to date and asked for assistance in getting the Red Cross to organise the items we'd hoped they would provide.

**ALL**  
Assist in getting Red Cross involved.

JB reported that all Sub Group Chairs had been asked to confirm their attendance or that of a substitute from their Sub Group but that not all had yet responded. PP requested that the Forum be added to the Sub Group meeting Agendas to ensure that this was discussed and attendance agreed.

**SO/ON**  
Ensure Forum and Chair's attendance of Sub Group agendas.

Ian MacDonald – N Lincs NHS Trust be invited.

Tombola prizes: JB to source fruit from a local retailer and team to create mini fruit bowls for the event. (50 prizes to be created)

**JB**  
Source fruit.  
PP/JT/SO have plates and bowls.  
JB get clingfilm.

Materials for surveys to be taken to event as for Anlaby, (PNA, O of H, White Paper etc) SO to facilitate that material relevant to the area from the PNA is available.

**SO**  
Extract Goole and Howdenshire items from report.

JT suggested we try and get hold of someone to provide a no smoking stand.

**JB**  
Investigate.

**9. Withernsea Health and Well Being Event 21 September 2010:**

Following the forwarding of details from group members, JB has booked ERYLINK to attend the event. JB will attend all day, WH is able to be in attendance during the morning and SO will attend the afternoon session on completion of a morning meeting.

**JB**  
Arrange stand and materials and facilitate.

**11. AOB:** None.

**Details of Next Meetings:** Monday 25 October 2010 at 10 am, Beverley  
Minster Parish Centre Board Room.

**JB**

**Meeting Closed:** 12.15 pm