



MARKETING AND MEMBERSHIP SUB GROUP MEETING

Thursday 9 December 2010
Parish Centre Board Room
Beverley Minster

Action

1. **Apologies:** Joanne Greenfield, Jean Turner, Maggie Whitlock, Ortrud Nield.
Present: Pat Perkins, Win Hough, David Vaughan, Susan Oliver, Julia Bugg.
 2. **Minutes of previous meeting:** The minutes from the meeting held on 25/10/2010 were accepted as a true record.
 3. **Matters Arising:**
 - 3.1 Ongoing.
 - 4.1 SO reported the results of her investigations; 2 solicitors in Beverley consulted who informed that these types of comments are classed as liable and ERYLINK would be pursued, not the member of public, so we should be very careful not to allow deformation. Comments can't be published in Forum reports but can be given to the individual/organisation for their information

Comments can't be slanderous or libellous and so Goole report should be edited to remove the offending comments prior to distribution to Lead Group and HER Trust.
 - 5.1 Projector and A Board now in our possession. Screen to be ordered as soon as credit card is cleared.
 - 8.1 To January meeting, following delay in Government publishing details on budgets etc.
 - 9.1 Defer to next meeting as GM not in attendance. JB contact GM about his ideas and to see how they can be taken forward and if he is to begin attending meetings. Discussion took place regarding whether media fits with the Sub Group. PP and WH not happy with dealing with the press. Can do proactive promotion. ERYLINK member to work with Host to nurture positive relationship with the media – Katie Wood,
- SO**
Details of law on this matter to Lead Group, Sub Groups and Documentation Group for inclusion in Media Policy.
- JB**
Revisit Goole report and sanitize comments. Send out once done.
- JB**
Contact GM.

- Hull Daily Mail, with whom ERYLINK Vice Chair and SO have already met.
10. SO to re-read the Media Relations Policy to incorporate today's discussions.
 11. As reported above.
 12. SO to forward by email to members.
 13. Ongoing, planned training days to be advertised to the whole membership.
 14. Withernsea coffee morning took place on 29 November 2010 as planned despite the very poor weather. Good discussion took place and it worked well. 40 expected but 11 attended and many stayed for the full session so was worth the effort. Issues raised by those in attendance to be collated by JB prior to the next meeting.

Discussed how areas local to Lead Group members could be included, outcome was for each member of the Lead Group to organise and run a coffee morning/tea afternoon in their area. JB to email Lead Group and request that they do this. DV/JB to do Pocklington event on 16 February 2011. Support of M & M group to be offered.

JB
Email Lead Group members to organise local event.

DV/JB
Pocklington
16/2/11

15. Bishop Burton College Student Well being event was useful to some extent in making links but has not resulted in any new members. It did allow us to reach over 2000 hard to reach people.

PP spoke to Adam on the best places for the bus to go and supplied JB with this. JB to plot on a map and distribute.

JB
Plot destinations on map and distribute.

A Board purchased.

All other Actions completed or agenda items for this meeting.

4. January 12 2011 – Beverley Forum / HealthWatch Update:

JB updated the members on her progress in organising the 12 January 2011 event. Following extensive discussion it was decided that the areas we wish to cover at this Forum may not be known by this date and so the new date to be set as 24 February 2011. Forum to cover:

- * Where we are now
- * Promotion of White Paper and HealthWatch

JB
Organise.

SO/JB
Agenda and itinerary for day to PP.

- * ERY Community Hospital Update
- * What ERYLINK have achieved to date.

This is to be a formal day with an Agenda, which will include Governance changes. Will be held in Beverley at the Beverley Arms Hotel with invited persons to include Frank Gray, ERY PCT, Jim Whitfield, OPCMG Beverley Group and all members.

Invitations out by 3 February 2011, to include changes to Governance.

5 Review of Year to Date: Deferred to next meeting.

6. Planning for 2011: Events for early 2011 to include:

- * Forum 24 February 2011
- * Adam's Bus Tour
- * AGM before end of June for Annual Report

JB
Organise.

7. AOB: **Newsletter:**
To be distributed during the 2nd week in March (11th) 2011. Proof reading to be done by 4 March 2011 with all standard inclusions in place by early February to facilitate late inclusions once the Government releases details on the White Paper and HealthWatch.

Details of Next Meetings: Thursday 25 January 2011 at 2 pm, Beverley Minster Parish Centre Board Room.

JB

Meeting Closed: 4.05 pm