



MARKETING AND MEMBERSHIP SUB GROUP MEETING

Monday 2 August 2010
168 South Promenade
Withernsea

Action

1. **Apologies:** Joanne Greenfield, Ortrud Nield

Present: Pat Perkins, Jean Turner, Win Hough, David Vaughan, Susan Oliver, Julia Bugg.
2. **Minutes of previous meeting:** The minutes from the meeting held on 05/07/2010 were accepted as a true record. It was noted that the Hull LINK Summer Forum took place on 26 July 2010 rather than the reported 26 September 2010.
3. **Matters Arising:**
 4. The invitation has been made to the Saffron Group. The feedback is that they'd prefer Sylvia Whitton and Ortrud Nield meet with them to facilitate information exchange rather than attending the MHL D Sub Group meeting. The group has approximately 7 members – group to be included in mental health discussions.

Forum Issues – follow-ups have been made to check that specialists have addressed issues from the Forum at Bridlington. TS – Mike Cheeseman still on-going actions, ON has spoken to all parties.
 7. Publicity has already commenced. Goole Times has agreed an editorial piece pre and post event and the 'mini poster' has been placed on the website.
 8. ON in correspondence with KKJ.

All other Actions completed or agenda items for this meeting.
4. **Update Work Plan:** Discussion took place regarding the required amendments to the Pro forma. JB to update the document to show outcomes and actions and to alter in line with Chair's suggested alterations at last Lead Group meeting.

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

JB
Update Pro forma.

JT raised the issues with the running down of Drifffield and Hornsea hospitals as an issue and suggested that they be added to the work plan. PP supported this but felt that as the issues had not been raised by members this was not something we could do at the moment.

5. Sub Group Meeting Dates: Meetings to continue to be arranged as necessary for the planning and delivery of Forums, Focus Groups, Newsletters etc.

6. Date of Anlaby Focus Group and Content: JB reported that she has done some research regarding locations in Anlaby and events already planned in the area. Following direction to locate a venue and identify a suitable date, a provisional booking has been made at the Anlaby Village Hall for 26 August 2010 from 10 am to 1 pm. This will only be confirmed following approval by the group. It was agreed by most that this was a suitable date and JB was asked to finalise the booking. JT expressed concern that she was on holiday on this date and that availability of members should have been checked prior to bringing to the meeting. PP confirmed that the small number of free dates in August and the availability of a suitable venue meant that this was not possible and acknowledged that it dates had to be selected which were acceptable for the majority.

JB
Finalise booking.

ACTIONS:

- Posters to be displayed at the venue ASAP.
- Area to be flooded with posters.
- Post mini-posters and tea/coffee voucher to all members in the surrounding post code areas.
- Press release – Hull Daily Mail and Radio Humberside (What's On).
- Invite local MP (Alan Johnson), Parish and Town Councillors as well as Hull LINK and other appropriate organisations.
- Add to website
- Create Issue cards for the day and materials to display on the day.

JB
Create and distribute posters, mini-posters and vouchers.

Issue invitations, add to website issue cards and materials for the day.

JG
Press release – HDM and Radio Humberside – What's On

- 7. Topics for Goole Forum:** PP reported that she attended Goole's first OPCMG meeting and that issues identified by those present included:
- Transport
 - Podiatry
 - Closure of the Woodlands Centre
 - New centre for those with Learning Disability and so not particularly suitable.
 - Closure of the Disability Coalition – Cliff Woollass.
 - Goole Hospital – is being closed down by the side door?

JB
Contact Sub Group Chairs with diary date.

Stalls to be set up for each Sub Group to allow delegates to select the area they wish to participate in and raise issues for. All Sub Group Chairs and members to be requested to attend and 'man their own stall'.

Activities to be arranged to include:

- Therapy sessions – Tai Chi etc
- Healthy Eating
- Free Health Checks
- Red Cross – massages
- Elaine Hawkings – ERYC
- Tombola – Healthy eating
- Quiz

PP
Tombola

SO/JB/ON
Attendees, fruit and vegetables, prizes, quiz etc.

- 8. Website:** JB reported that she is continuing to update it and that on-going alterations should be visible this month.

JB
Website updating.

- 9. Hull LINK Forum:** July 26th 2010 – PP and JT attended. Some organisational issues, expecting 40 plus people but very few attended, most of whom were regulars. Agenda had been scrapped. Networking was useful as it allowed PP to learn that Hull's finance is ring-fenced so last year's surplus has been used to employ an individual (George Campbell) to work solely on membership numbers and hard to reach areas. The organisation reported that they have 700 members and 200 associate (non-voting) members. PP presented a range of documents gathered at the event. Hull do Task and Finish issues, so all focus on one item until the outcome is achieved. Disappointing event on the whole with technical and focus problems.

SO reported that both the Chair and Vice Chair of

ERYLINK would be accompanying her to a meeting with the Chair and manager of Hull LINK later this week.

10. Membership Booklet:

JB presented the Membership booklet in JG's absence. The members agreed to take it away for proof reading and get any feedback to SO/JB by 6 August 2010.

ALL
Feedback to SO/JB by 6 Aug 2010.

11. Newsletter:

The text to be used was presented to the group by SO.

ALL
Feedback ASAP.

Anlaby Coffee Morning and Forum at Goole both to be included as well as a request to participate in feedback on the recent White Paper.

SO/JG
Goole Forum, Anlaby Coffee Morning and White Paper feedback request to be included in this edition.

Feedback ASAP please to SO as final version must be at the printers by the end of the week.

12. White Paper Consultation:

A number of consultations are being undertaken with feedback required by early October. Discussion took place regarding the best way to gauge members' views of the White Paper. It was felt that the paper itself was not easy to read and that appropriate summaries should be located for distribution. JT reported that she has a version from another LINK and SO that a HCC version may be available. As LINKs have been asked directly to comment it was felt that we must ensure that we do so.

JT/SO
Summaries of White Paper to PP.

Suggested that we take it to both the Anlaby Focus Group coffee morning and the Goole Forum as well as ensure that it is highlighted on our website, in our newsletter etc. A mailshot may be necessary for this.

SO/JB
Add to Anlaby and Goole itineraries.

It may be possible for this to be added as an agenda item to the OPCMG meetings in order to get feedback from them.

JB
Add to website.

ALL
Report on the views' of members to be fed back to the appropriate authorities in a timely manner.

13. Driffield Show Outcomes:

SO reported that on a very blustery and dusty day they were able to recruit 33 new members, plus 2 who are yet to confirm they are in receipt of ERY services.

JB
Process and distribute issues, amend members' database.

Many issues were raised on the forms provided, which are being processed, as well as a couple of Out of Hours surveys returned.

The stand looked good. MW, SO and ON has a good day, interacting well with the attendees.

Details of Next Meetings: Thursday 2 September 2010 or Monday 6 September. To be confirmed as well as location.

JB

Meeting Closed: 1.30pm