



MARKETING AND MEMBERSHIP SUB GROUP MEETING

**Monday 5 July 2010
Driffield Golf Club
Driffield**

Action

1. Apologies:

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

2. Minutes of previous meeting: The minutes from the meeting held on 04/06/2010 were accepted as a true record.

3. Matters Arising: 5. The Courtyard, Goole is confirmed as the venue for 17 September 2010 Forum. The whole venue is available for us now and has been provisionally booked.

All other Actions completed.

4. ERYLINK Forum June 2010 - Review: Discussion took place regarding the June Forum and the issues which came to light as a result of the event.

It was felt that Savilles had let us down and that the service we paid for had not been received. The delay in the start of the event was due solely to a failure on their part. JB has complained to them and following discussions has negotiated a 20% reduction in our next bill for the aggravation caused.

Feedback comments from the Forum are to be passed to Ron and Sylvia for discussion in the Sub Groups Care in the Community and Mental Health and Learning Disability.

Sylvia Whitton to contact Saffron and invite them to MHLD meeting.

Press release has gone out and will also be placed on website.

ON
Pass issues to Sub Groups for discussion.

ON/SW
Invite Saffron to MHLD meeting.

JB
Press release on website.

Must follow-up the issues of mental health users and check what actions are being taken as a result of the Forum.

Saffron
TS – Mike Cheeseman
DR – Fran Ashton

SO/ON
Contact
individuals/agencies
involved and check
what actions have
resulted from the
Forum.

We have received good feedback on the whole, with very positive remarks from mental health users. Many of the individuals who had booked places, unfortunately failed to attend on the day with a number apologising due to ill health and other commitments. However the beautiful weather may have led to some choosing to follow other avenues. One issue is that we must use all rooms we book, as separate meeting rooms booked to facilitate easier group work sat empty and all groups 'clustered' into one corner of the main event room. We must be assertive and move people out.

**5. ERYLINK
Newsletter –
Content and
Schedule:**

Feedback from members is that the new format is a vast improvement, though RM identified a couple of inaccuracies in the document. Members would like to know more about what we do and this document went some way to helping them see how we spend our time.

The next issue should contain:

- New Chair's profile
- Forum review
- Spotlight on Sub Group – Care in the Community
- NCT – advertise Bridlington area and number and Goole area and number, use their strap line.
- What's On
- Questionnaire to go out with newsletter

Deadline for content 16 July, to aim for posting out W/C 25 July.

**6. Membership
Booklet:**

JG presented the official booklet in its draft form. Pictures will change and a welcome message will be added as well as a name being placed on the front of the document. Discussion regarding the nature of the text took place and inclusiveness issues means that the text will not be made more complex.

JG
Membership
booklet to be
amended and
readied for use.

JG to have amendments made and booklet readied for use.

7. Publicity for Next Forum:

PP suggested that the Lead Group be given the opportunity to engage with the arrangements for Forums and that an Agenda item be added to July 7 meeting.

JB
Agenda item for LG meeting.

Discussion regarding the take-up by the press of the press releases we send them took place, It was agreed that for the Goole Forum we should not rely on free inserts but pay for a piece to be inserted in necessary. This Forum to focus on health care issues specific to the Goole area including for example, transport.

SO/JG
Investigate costs associated with inserting a piece in the Goole Times in case our press releases are not published.

Anlaby Clinic – August Focus Group event.
Investigate village hall. Press release, posters etc.

SO/ON/JB
Contact village hall for details of availability, cost etc.

17 September Forum – Goole, 10.30 am to 2.30 pm, drop-in. Issues may include:

- Patient User Groups
- NCT

JG/JB
Press release, posters, letters etc.

Investigate what the issues are.

OPCMG is setting up a Goole group, they could be asked for issues which are important to them.

Letter out to Goole and area residents asking if they have issues.

Invitations to attend to local groups, Courtyard groups, Goole and Howdenshire LATs, in newsletter.

Leaflet drop to The Courtyard and The Junction in Goole.

Forums and Focus Groups:

Following the change to Governance we suggest that we undertake 4 Focus Groups and 2 Forums in the remainder of the year. Forums are already planned for September and December and we will continue with these dates. Anlaby Clinic to be the first Focus Group and 3 others to be arranged between October and March. Focus to be placed on outcomes when possible.

8. Coffee Mornings:

Diana Sandy on the Care in the Community Sub Group has suggested that we have coffee mornings rather than Forum events. This may be an ideal way to address the issues relating to Anlaby Clinic as it facilitates 'drop-in' and chat rather than staying all day. Also suggested that the bus could be taken to Cottingham Market and other similar venues where members of the public are attending in numbers. Areas of population – villages or towns are our best bet for engaging with the general public, coffee mornings/bus tours to the following locations suggested:

Stamford Bridge:

Focus Group suggested for this location as there are issues regarding transport and access to York Hospital – 2 buses needed to get anywhere near!

Pocklington:

No longer go to York Hospital, they now use Goole. Could attend with bus on Tuesday (market day) to gather public's views.

Withernsea:

Many issues we are already aware of. Good idea to show the people of the area that they have not been forgotten.

MacMillan Coffee Morning:

Last Friday in September, could we attend?

9. AOB:

Adrianna Paxton's invitation to attend the meeting is on-going as she is very difficult to get hold of. ON to invite Kiran Kochar to meet instead if AP is not available. Maggie Whitlock has experience of dealing with traveller groups and is willing to assist us in engaging them regarding their issues.

ON
Invite Kiran Kochar to attend a meeting if Adrianna Paxton is not available.

Hull LINK Summer Forum is on 26 September – PP and SO to attend.

PP/SO
Attend Hull LINK Summer Forum.

Details of Next Meetings:

Monday 2 August 2010, 168 South Promenade, Withernsea, HU19 2PD. Win Hough is kindly providing the venue.

Meeting Closed: 1.40pm