

LINKS PROMOTIONAL TASK GROUP

19th June '08 – Notes of Meeting

Present:

Kay Parker - Resident
Bill Llewellyn - Resident
Annie Murphy - GVOG
David Wallace - Voluntary Worker
Janet Butler - Community Bridge Building
Andi Parker - Involvement Worker, Gateshead Council - minutes
Graeme Lyall - Gateshead Carers Association
Vicky Parsons - Older People's Assembly

Apologies:

Lyn Boyle - Planning and Dev Manager Gateshead Council
Gev Pringle - GVOG

1. Welcome, Introductions & Apologies

2. Minutes of last meeting (22.05)

These were agreed. Matters arising:

- AP to prepare a Registration Form for Groups
- ArtLINK event for Carers not very well attended. GL said the more 'serious' events attracted fewer people than 'fun' events. A few pieces of material were produced, GL will write up comments and send to AM.
- Volunteers Week – not very well attended either. Cold, wet weather so not many people in the Park.

3. Promotion of LINK update

2022 pieces of material have been distributed either through mailouts or at events.

AM will collect lists of Newsletters and Seminars where info can be sent – please ring Annie with any info you think will be useful to promote the LINK.

DW offered to take material to a Drug & Alcohol Seminar he is attending and also to Age Concern.

JB offered to send info to Council Mental Health and Learning Disability day services

BL will take material to Alzheimer's Society

Once staff in place they will be going out to Groups, but LINK members also have a part to play to raise profile when they at meetings etc and where they can help to distribute publicity.

People to keep using the LINK bulletin and Information sheet to ensure we all give same message.

It was suggested it would be useful to have examples (or give feedback) about changes that have occurred since PPI Forums were in place and of, perhaps, what the Community Network has achieved through their involvement.

- AM will do a print run of 1,000. Where individuals want to take material to local venues contact Annie as she will also keep a record of what has gone where

4. Membership – AM distributed a number of different profiles of the current membership. It was recognised:

- there is not much difference at moment between numbers of men/women
- bias towards NE8 postcode (central) but this could be due to numbers of staff/organisations based in central Gateshead Council
- shows that many people currently registered are also members of other organisations

BL suggested we set small targets to increase membership, example 50 new members in next 6 months. Discussion that it may not be realistic to make targets based on population but agreed we do need to make targets of some type.

5. Action Plan Review

- Need to review what has been achieved & what needs taking off and report back to Steering Group
- Acknowledged that we now having similar discussions in both of the Task Groups which is repetitive. We have achieved many of the early goals we originally set, now need to review Task Groups through discussion with Steering Group.
- Also ask Steering Group members where they have information about where we can place LINK publicity in Newsletters, Conference/Seminars coming up and existing groups they know of.
- Some issues from the Action Plan are ongoing – like Membership. Suggested that we bring common issues to the Steering Group for discussion and where tasks arise to set up time limited working group(s) to come up with ideas/recommendations for the Steering Group, discussion & agreement.
- There is a need for Task Groups to move things on like producing a Publicity/Marketing Plan whilst promotion of the LINK remains everyone's responsibility.
- Agreed we need to re-visit focus and decide on the next big task(s) for working groups.
- Question raised about whether the Steering Group should continue to meet during the day or should we have some in evenings? Should they be in different parts of Gateshead? Do we need them monthly and what should the duration be? – all this will be taken to the next Steering Group meeting on 26th June.

6. Any Other Business:

- AM & BL updated the group about the 1st Regional Meeting held this week. Gateshead are quite ahead compared with other areas in our Region. Powerpoint slides from the event were circulated.

7. Date of Next Meeting: Currently scheduled for **Thursday 3rd July 1-3pm**. Venue Bridges Room at Civic Centre. Unless discussion at Steering Group changes this.