

LINKS PROMOTIONAL TASK GROUP

22nd May '08 – Notes of Meeting

Present:

Kay Parker - Resident
Bill Llewellyn - Resident
Annie Murphy - GVOG
David Wallace - Voluntary Worker
Esther Ward - Older People's Assembly
Janet Butler - Community Bridge Building
Christine Squires - Resident
Gev Pringle - GVOG - Chair
Andi Parker - Involvement Worker, Gateshead Council - minutes
Graeme Lyall - Gateshead Carers Association

Apologies:

Lyn Boyle - Planning and Dev Manager Gateshead Council
Ian Mason - Resident
Vicky Parsons - Older People's Assembly
Mish Loraine - Gateshead Mental Health User Forum
Anya Simpson - Gateshead Mental Health User Forum

1. Welcome, Introductions & Apologies

2. Minutes of last meeting (08.05)

These were agreed, no matters arising.

3. Marketing Material - updates

Posters – now laminated. Circulated for info. Will be used at events and on stalls. Thanks to Older Peoples' Assembly for their display boards.

Flyers – copies were brought for people to take and distribute. Ring Annie if want more copies. Over 600 will go out with the next GVOG mailing. JB will send out to day services. Organisations can use the information to make articles to go into their own Newletters. AP to check Council News deadlines.

Bulletin – can be sent out electronically in PDF format. Annie to send GL copy. These will be written as and when there is something to report. Intended for meetings when asked about the LINK so that everyone gives the same message, could be circulated with meeting minutes after LINK has been discussed.

Registration Form – an amended version was circulated. Further changes were suggested following the Operational Group discussion. Agreed to use GVOG Freepost address. These will be used to recruit people at events and should be used in conjunction with above pieces of information.

4. Participation at Events – need to consider the value of attending events and the numbers of people who will be there.

Carers Week 9th – 14th June. We have received list of events happening during Carers Week - circulated. Annie attending the ArtLINK event for an hour. GL is hopeful they might produce some useful material we could use for the LINK. AP said if material is large we could take photographs and use the images. GL asked people to promote this as a LINK event. AP will attend Open Day & Party now that this Task Group meeting has been cancelled. GL & CS will take information to the Crossroads event.

Volunteers Week 1st – 7th June. LINK has a shared table with GVOC. Our bulletin, newsheet & posters will all be there. When a full program of the week is decided we can decide if we want extra presence there, not just on the stall but also taking proactive approach and go out to speak with people.

Refugee Week June 16th - 22nd. Still waiting for final info about the program.

Angel Party – 22nd June. A family party to celebrate 10th Anniversary of the Angel. Meeting decided this might not be most appropriate for the LINK to attend.

Adult Learners Week – GP attended. It was not appropriate to leave material.

Need to decide when/where it is appropriate to take and leave material and where we need volunteers to stay and talk with people about the LINK. Need to check effectiveness of attending events so we can record and evidence in our Annual Report.

Will prioritise BME events as we know we need to target this group.

5. Any Other Business:

General Publicity

Agreed that we will leave/send info to Community Centres, Libraries, Voluntary Sector Agencies – need to plan how and who does it. AM agreed to print off copies and will keep a record of where they've gone so efforts are not duplicated and we ensure a wide range is represented.

AM will write to members and ask them how many they want for their organisation or to leave when visiting other places. Start with Steering Group, then in stages to dentists, GP surgeries etc.

Need a Publicity Plan – AM to add to task list.

Other events

AP brought info from Gateshead Council web pages of other events that are planned for Summer and Autumn. Plenty of things going on in Gateshead but relates to discussion about what will be most effective for LINK. AP highlighted it is another way of finding out what is going on, once we know then we can make decisions if we want to attend.

Other LINKs Marketing Materials

AP brought examples of leaflets from Devon, Cornwall & Haringey. Also info from Hartlepool about their interim arrangements. Good and bad examples. Reinforces that we are doing OK! They also show equality statements in different languages which we will need – AM to add to Task list.

Press Releases

DW suggested trying to get some articles in free papers. Following discussion we agreed to keep this until the Launch event.

Dates of future meetings

Meeting schedule until September circulated. Still to confirm some venues. Some changes to dates also made.

6. Date of Next Meeting: Please note that Thursday 5th June meeting is cancelled. Next meeting will be **Thursday 19th June 1-3pm**. Venue to be confirmed.

Future Chairs of meetings: Christine Squires then Janet Butler