

## LINKS PROMOTIONAL TASK GROUP

### 17 APRIL '08 – Notes of Meeting


#### **Present:**

Andi Parker	-	Involvement Worker, Gateshead Council
Lyn Boyle	-	Planning and Dev Manager Gateshead Council
Kay Parker	-	Resident
Graeme Lyall	-	Carers Association
Bill Llewellyn	-	Resident
Norman Wharrier	-	Resident
Annie Murphy	-	GVOG
Gev Pringle	-	GVOG
Ian Mason	-	Resident
David Wallace	-	Voluntary Worker
Vicky Parsons	-	Older People's Assembly
Elsie Johnson	-	Carer's & Alzheimer's Association

#### **Apologies:**

Christine Squires	-	Resident
Esther Ward	-	Older People's Assembly

#### 1. What is the Link?

- It needs a Name & Branding =  Gateshead Link = "GLINK"  
Could be used temporarily – suggest to Stakeholder Group
- We looked at the existing database & had a discussion about how we grow the membership of the LINK and continue to raise awareness. Group feedback was:

##### Global Recruitment

- Articles
- Info to groups
- Adverts/media posters

##### Targeted recruitment follows this

- Interest groups
  - Age Grouping
  - Gender
  - Nationality
  - Geographical spread
- } Add to form & database
- Consider new member support – Induction & Mentor support
  - "New Member" Packs
  - Minority Ethnic Groups –
    - Individuals - Language & Cultural issues
    - Target - Comm Centres, other places where they meet

#### **Places to Go**

Existing groups

Businesses

Bingo!

Strategic Partnership – ask to be invited to speak with staff.

#### 2. Think about the message:

Why Should I/You Join the Link?  
What difference will it make?

**LINK Concepts:** Until the Operational Group have come up with ideas and firm suggestions about how the LINK will actually operate we agreed we all still have role in promoting and recruiting to the LINK. What messages do we want to give people at this early stage? Group feedback was:

- We are a Network
- Want to be accessible to the people
- Provide contact details
- Improving what we've got and/or identifying gaps
- Show what we're trying to develop – ie where we are right now
- **“Involving local people in Health & Social Care”** → Strapline?
- Need Community/Individual views +ive & -ive

### **3. AIM:**

Participate in “Year of Vol” and other events that follow.

Saltwell Park 1st – 7th June

Carers Association using art to engage carers could also use sessions to promote link and get some creative art the LINK could use.

**We will need:**

- Flyers
- Improved Volunteer Form
- Stand
- Newsheet/Bulletin
- GVOC web page

### **4. Actions:**

- Update volunteer form – Andi
- Merge 2 separate databases & send to GVOC – Andi
- Contact point for new members/interested individuals
- Marketing material/Brand/Logo/colour themes for 1<sup>st</sup> June
- Volunteers for events
- Mapping of events we want presence at

- 5. Date of Next Meeting:** We offered a list of dates that we felt we could achieve. These were agreed by the meeting. People were happy for the Venue to continue being at the Civic Centre. Andi agreed to arrange rooms.

**Thursday 8 May 1.00 – 3.00pm, Whickham Room**