

Gateshead LINK

Promotional Task Group Meeting

Thursday 24th July 2008

1.00pm – 3.00pm

Blaydon Room

MINUTES

Present:

David Wallace
Ian Mason
Kay Parker
Janice Todd
Andi Parker
Kim Newton (minute taker)

Apologies:

Graeme Lyall
Alison McClellan
Bill Llewellyn
Caroline Airs
Annie Murphy

1. Welcome and apologies

Ian Mason was nominated and accepted as the meeting Chair.

KN was notified that the Travel and Subsistence policy had been adopted by the Steering Group. From the 25th July 2008 LINKs staff would administer the expenses of the network and a petty cash system will be put in place.

Action Kim Newton

2. Minutes of last meeting and matters arising

The minutes were agreed as a true record.

3. October Event discussion

It was noted the Steering Group had accepted the recommendations and proposals from the Promotional Group for the October Event.

A brief outline of the event and menus were circulated to the group for discussion.

It was suggested fresh fruit should be included as an option for people. **Action** KN will contact the venue to request this option.

3a. Date and Venue

Thursday 23rd October 2008

The Media Centre, Stonehills, Shields Road, Gateshead, NE10 0HW.

3b. Invite list and promotion

Invites will be sent to the chairs of "The Partnerships" Andi will forward the contact details. **Action** AP

GVOC will advertise the event in its publications.

It was noted the October/November edition of The Council News would include a ½ page spread to promote the LINK, This will need to be forwarded by the end of August. AP said it may be possible to include a newsflash in the earlier edition to advertise the October event.

Advertising in the local press was discussed It was hoped this would attract interested individuals.

Information could be sent out to known groups using the GVOC database and other contacts. **Action** GVOC

Posters could be distributed to local community buildings. **Action** GVOC, JB

3c. Programme for the day

Topics for the workshop exercises were discussed. For the purpose of the workshops it was agreed The "Darzi Report" should be known as "The long term future of the NHS". This will give a clearer indication of the subject matter.

Workshop topics will include:

*Care Homes
Hospital Services
Ambulance Service
Infection Control
GP Services
Social Care Services
Mental Health
Older People
Carers Strategy
Darzi Report (The long term future of the NHS)*

The suggested time for each workshop topic is 15 minutes; however this would not be set in stone. It was agreed to emphasise at the beginning of the event that we are not here to discuss individual cases, however there would be opportunities to network at the end of the event.

The preferred option for feedback was using coloured stickers to show what is most important to those attending. These would be included in the event pack and would consist of three colours to indicate priority.

It was suggested the SG members could wear name badges so they could be identified at the event.

It was agreed the timetable should be reduced to ensure the event finished on time. It was suggested “Setting the Scene” should now run from 10.30 – 10.50, saving 10 minutes from the overall timetable. The timetable will now read:

Timetable

The provisional timetable is as follows:

Registration and coffee	10.00am - 10.30am
Setting the Scene	10.30am - 10.50am
Workshops	10.50am - 11.50am
Coffee and feedback	11.50pm - 12.45pm

Publicity and posters for the event were discussed for the event at this point.

The LINK participation pack from the Carers Federation UK was passed out for information about other LINK hosts and their publicity.

Several ideas for a slogan for the event posters were put forward. It was agreed to use the following:

An event to discuss the future of Health and Social Care

Together a stronger local voice planning for the future

It was agreed the project administrator will design a poster to promote the event and bring this to the next meeting. This will also be forwarded to Beryl Robinson (GVOC) for the GVOC newsletter.

3d. Outstanding tasks

There were no outstanding tasks.

4. LINK web page – copy for information

A copy of the LINK web page was passed on for information. It was agreed publicity for the October event will be added to the website.

5. Any other business

300 copies of the LINK involvement flyer will be passed to Janet to distribute to various groups.

The group discussed agenda items for the next meeting and it was decided to include topics from the work plan. It was agreed to look at the policy for membership and voting rights. Colin Roberts (GVOC) would be invited to the next meeting to provide information on the above.

It was noted the Promotional Task Group meeting on the 31st July, 1.00 – 3.00pm, Bridges Room, has been cancelled.

6. Date and time of next meeting

14th August 2008, 1.00pm – 3.00pm, Blaydon Room