

**Gateshead LINK
Promotional Task Group**

Thursday 9th October 2008

**1.00pm – 3.00pm
Room F20, Civic Centre**

Minutes

1. Welcome and apologies

Present:

Kay Parker	Resident
Dave Wallace	Voluntary Worker
Annie Murphy	GVOG
Alison McClellan	Resident
Ian Mason	Resident
Kim Newton	Gateshead LINKs (Administrator)
Julie Whitehouse	Gateshead LINKs (Project Coordinator)
Janet Butler	

Apologies:

Bill Llewellyn	Resident
Gretel Keadell	Resident
Andi Parker	Involvement Worker Gateshead Council
Christine Squires	Resident
Graeme Lyall	Gateshead Carers Association

2. Minutes of the last meeting and matters arising

The minutes were agreed as a true record

3. Event revised timetable

The event revised timetable was circulated to the group for information and discussion. It was noted almost 30 people had confirmed their attendance at the event.

The final changes were noted for the programme timetable and will now read:

Programme

10.00am - 10.15am	Registration and Coffee
10.15am - 10.20am	Welcome and introduction the day <i>Harold Stookes (Gateshead LINK Steering Group member)</i>
10.20am - 10.30am	Process of appointing the Host Organisation <i>Harold Stookes</i>
10.30am - 10.45am	The role of the Host Organisation <i>Gev Pringle (Director GVOC)</i>
10.45am - 11.00am	Gateshead LINK structure <i>Harold Stookes</i>
11.00am - 11.15am	Question time
11.15am - 11.30am	Refreshments
11.30am - 12.15pm	Work groups
12.15pm - 12.45pm	Next steps

LINK member registration forms

It was agreed registration forms will be included in the Conference Pack and members of the LINK will encourage others to sign up to LINK membership on the day.

3. Banner stands/ conference pack folder

Project staff provided the group with various banner examples. It was noted this would save the project money as frames for the banners had recycled from another project.

It was noted the banners fronts could be changed in the future to reflect project development.

Two of the options were chosen and it was agreed project staff would confirm the choices with the Chromazone. Project staff will try to ensure the banners are available for the October event.

It was noted 200 conference pack holders have been ordered from the printer.

4. Making people aware of LINKs (marketing strategy)

The NHS Guide No 8, making people aware of LINKs was circulated to the group. The group agreed to work through the document page by page.

A lengthy discussion took place about the different ways to cascade information to the general public. The group agreed there are many ways to raise awareness of the LINK and a marketing strategy was needed. Project staff will bring an outline of headings for a market strategy to the next meeting. It was also agreed a script needed to be developed for individuals representing the LINK.

Action: Project staff

Training

At this point a discussion ensued about training. It was agreed project staff would look for a Presentation Skills course for members wishing to attend.

Action: Project Staff

5. Gateshead Housing Company News (article inclusion)

Julie informed the group that The Gateshead Housing Company had offered some free advertising for the LINK in the Gateshead Housing Company News. It was agreed project staff would forward information.

In the absence of a permanent Chair, the group delegated project staff to decide the content of publicity material, if it is needed at short notice.

6. Any Other business

Business Cards

An example of a business card was presented to the group It was agreed to print a generic card for general use by members This will be reviewed at later date if personalised cards are required.

Janet requested a easy read version be made available for people with learning disabilities. Janet and Kim will liaise and produce a card to be brought back to the group for discussion.

**Thursday 6th November, 1.00pm – 3.00pm, Room F20,
Chief Executives Dept, Civic Centre**