

**Gateshead LINK**  
**Joint**  
**Operational & Promotional Task Group**

**Thursday 16 April 2009**  
**10am – 1.00pm**  
**GVOC**

**Minutes**

**1. Welcome and apologies**

**Present:**

Kay Parker	Resident
Annie Murphy	GVOC
Bill Llewellyn	Resident
Gretel Keadell	Resident
Christine Squires	Resident
Dave Wallace	Voluntary worker
Ruth Dodds	LINK Communication and Engagement Officer
Margaret Summerill	

**Apologies:**

Julie Whitehouse	GVOC
Kim Newton	GVOC

**1. Minutes of last meeting and matters arising**

The minutes from the last meeting were agreed as a true record.

The following were noted under matters arising:

GAIN has secured funding for a further year from Gateshead Council.  
In addition GAIN have been successful in attracting funding from the Dept  
of Health

## **Action:**

- RD to follow up with Susan Joyce re: providing a list of the range of services that come under her remit.
- RD to follow up with Emma Foggon re: a project run by Marie Curie to ensure end of life care is the same across the region. Emma was to forward the details to the LINK, so the information can be forwarded to LINK membership for information.

## **2. Draft LINK Bulletin**

The above document was tabled by RD for information and discussion. The following points were agreed:

- Members liked the front cover – felt it was vibrant and attractive and would encourage people to pick it up.
- Members agreed that the Bulletin should reflect what Gateshead LINK was working on currently, inform people of who was involved in the LINK, of events attended by LINK members and tell them about the LINK structure and policies etc.
- A column should also be added offering groups the opportunity to have a presentation about Gateshead LINK
- It was also agreed to look at the distribution list for last year's October Conference and discuss at the Steering Group how many copies needed to be printed based on costs

## **Action:**

RD to make amendments and present 2<sup>nd</sup> draft to Steering Group

RD to establish the printing costs and present to Steering Group

## **3. New Members' Pack**

RD presented a list of items to be included in the new members' pack.

These are:

Covering letter

Declaration of interest form

Expenses form

Terms of Reference  
Aims and Objectives  
Meetings Code of Conduct  
Picture of LINK tree (Structure)  
Info sheet on working groups  
Working groups calendar  
Meeting dates (general)  
DofH orange booklet (LINKs Explained)  
Enter & View Info  
LINK pen & post it note

Members agreed the proposed content.

It was also noted by RD that the LINK Registration Form needed to be updated to reflect the LINK Working Groups.

**Action:**

RD to update Registration Form

**4. LINK October Event**

- a. The group began the process of planning for the next LINK Conference planned for October 8 2009.

They discussed at length the focus and content of the event.

It was agreed that the conference should

- i) inform people of the LINK Structure,
- ii) introduce the elected Steering Group members
- iii) inform people of what the LINK has worked on to date
- iv) gather ideas for future LINK work programmes

Members also felt that the conference could have some 'fun' elements, such as a raffle and a quiz and possibly some types of 'demonstration' from other organizations i.e. healthy eating, fire safety etc.

**Action**

LINK staff to establish availability and costings from the following venues:

*The Sage Gateshead*

*Swallow Hotel*

*Civic Centre*

*Marriott Hotel*

*Regus Hotel*

These will be presented for consideration to the Steering Group.

The Steering Group will also need to establish a Conference Planning Group to take the work forward

## **b. LINK Engagement Plan**

Following discussion of the October event it became evident that the LINK needs to begin developing its Community Engagement Plan. This is to ensure that the LINK is:

- i) talking to local people on a regular basis about Health and Social Care and gathering their experiences and views
- ii) keeping local people informed of LINK work
- iii) encouraging people to join the LINK

In order to support this Plan the LINK needs to develop a one sided universal leaflet about the LINK that can be taken out by LINK members and staff.

LINK members also need to keep staff informed of any future events they are aware of where the LINK could usefully ask to have a stall and information packs.

### **Action:**

RD to develop universal flier for consideration by Steering Group

LINK staff to draft Engagement Plan and present to Steering Group in June.

**5.** This was the last meeting of the Operational and Promotional Task Groups. In the future the Steering Group would identify specific time limited task groups i.e. Conference Planning Group

Meeting finished 12.45pm