



Nottinghamshire County Local Involvement Network (LINK) Communications and Engagement Working Group Minutes

28TH JANUARY, 10AM – 12:00PM, LINK OFFICE, NOTTINGHAM

Present
Janet Lawless (JL) Harry Greasley (HG) - Chair Shirley Inskip (SI) Jane Stubbings (JS) Glen Swanwick (GS) John Kerry (JK)

Item No.	Agenda Item	Decisions made / Actions	By whom / when
	Apologies		
	Apologies received from John Sewell, Teresa Seymour, Penny Spice has resigned	Group suggested an email is sent around all to all members to see who is actually committed to the group and attending meetings	JL Before the next meeting
	JL introduces herself to the team		
	New Chair of the Comms Board		
	As Sandra Horton has now left the group, the position as Chair is free. SI asked HG as Vice Chair if he would like to step up to Chair until the elections in March. All group voted on HG taking up the position.	HG agreed to take on the role as Chair until March	HG
1.	Spokesperson for local media		
	As Sandra has now left the group, a LINK member needs to take ownership of press and advertising as it should be a LINK position supported by the host team.	GS agreed to take on this role and work with Janet	GS and JL

2	Business Cards		
	JS asked if she could have her email address on her business card. HG explained that she could end up receiving numerous emails of all sorts of people. SI said the general consensus from previous meetings was that the group didn't want email addresses on their business cards.	Agreed to wait until new members are part of the group and then can take another vote for next year's cards.	Group
3	Correct Contact Details		
	Members details for Executive Board and Comms Board	Re-circulate list and ask people to update any details if necessary and confirm their membership.	JL
4	Registration Packs		
	JS asked why people at the workshops didn't received registration packs or some sort of material to take home with them. JL explained that in previous meetings discussions have taken place and the general consensus was that the sales folders were too expensive to be given out. They could be given to those who volunteer to be part of Task and Finish groups and Executive Boards. JS said they give us their contact details and we don't give them anything.		
	Group asked if registration packs are still being sent out to new members.	JL to ask host team about this.	JL
5	Registration Cards		
	SI asked if cards were needed. GS explained that they gave people a feeling of group membership. SI said people can abuse them ie) knocking on front doors and using them or walking in to hospitals and flashing them around so we have to be careful. JL asked if cards were economically viable. SI said should only be given to members of various LiNk groups.	The governance report would need to include a section on registration cards, which SI and JS would include.	SI and JS
	The group decided on a design for a registration card, they would like a number assigned to each member included on the card. The number should be the same as the member's database number. The members name and the year the card is valid should also be included. Photos should only be included on Executive Board Member cards.	Vote taken and cards agreed for Task and Finish Group and other group members.	Group and JL
6	Participant Bulletins		
	Group discussion about what should be included in bulletins and how often they should be sent out. Items such as New Members, Elections, County LiNk	HG to put together brief bulletin with information/news in about the LiNk	HG and JL

	Conference and advertising should be mentioned. JL asked who would like to take on this role, HG offered as Chair.	and send to JL to email out.	
	JS said people don't really know what the Comms Group does and she still meets people who aren't aware of LINK. GS asked about flag waving but SI said that should go in the newsletter really as there is more space.	Bulletin to be put together and sent out every so often when there is news to inform members of rather than at scheduled times and find the information being repeated.	Comms group, HG and JL
7	ID Cards		
	HG said he doesn't have one yet. GS said he hasn't had his CRB done yet and asked if host team has forms? Group agreed to put this on the agenda for the next meeting as any new members will need to have a CRB check.	Find out if host team have CRB forms and add subject to next agenda.	JL
8	Communications Strategy		
	JL explained that a meeting should be held with the Comms Group to discuss the strategy for next year's Communications. How to split the budget, advertising, press coverage all need to be decided and put in to a plan in advance so it isn't done in an ad-hoc way.	Group agreed to have a meeting on Monday 8 th February at the LINK office to discuss and put together a basic strategy.	JL to email out invite and agenda.
	SI spoke about the Exec Board dissecting any work they are given by other groups, as they are not there to make changes. SI said that the exec board meeting agenda should list inclusion of any work to go under the following header; 'Please receive (<i>document name</i>)' so the board know it isn't for them to change.	JL to liaise with host team regarding the exec board meeting agenda, requesting that the inclusion of work should be under the following header; 'Please receive (<i>document name</i>)'.	JL
9	Skills Matrix		
	Skills matrix distributed to group members to complete and return to office as soon as possible.	Group to complete skills matrix	JL to email out to group
10	Content for newsletter		
	JL presented the latest version of the newsletter and asked for any comments as corrections have to be sent to the designer to made. JK asked if contrasting colours can be changed as it is difficult to read the text. Group suggested to include the month that the newsletter is published, so readers can place it in context and know when it is in/out of date. SI asked if there is an update on swine flu in this edition. JL said not. We can include in the next issue if the team wish.	JL to work on this with Sandra Horton and Bimbo Design to get it completed and distributed asap.	JL

11	LINK County Conference		
	Group discussion regarding what delegates should receive when they attend the conference. Once they register they could receive a pack including; A programme Agenda Name Badge (sticker) Newsletter Pen Table Plan Any other information	Janet will work with Sandra Horton on these items and feedback to the group.	JL
	Group discussed whether travel expenses should be paid as well as offering expenses for cover for Carers who would like to attend.	Agreed both should go ahead as we don't want to exclude attendees.	Group
12	Budget		
	JL explained that this needs to be discussed and the group need to agree on the most suitable way to divide this next year.	To be discussed at the Communications Strategy Meeting.	JL add to agenda
13	Any other business		
	<ul style="list-style-type: none"> Chairperson HG to take on the role until March elections. HG asked if he be required to attend other meetings as part of this role? HG asked JL to liaise with host team and provide him with information for about LINK Task & Finish Groups and Issues Panels. SI said the board should really loosen their reins slightly and group agreed. 	JL to ask Julia Karoly to send HG information about Task & Finish Groups.	JL
	<ul style="list-style-type: none"> Texting Service HG explained this would be to inform LINK members of meetings and upcoming events. JL informed group that host team have just had new phones through Orange so could contact them to get an idea of price. SI and GS wondered if this was an unnecessary cost, could be something to look in to next year perhaps but the money could be spent in more beneficial ways. 	Something to think about for the future.	Group
	<ul style="list-style-type: none"> Training JL asked group if they would be interested in a Blogging Workshop or a Website workshop. JL asked group to let her know if they wish to take part in any training dates as 	Group members aren't interested in these two topics. JL to send out information and press releases about training dates with	JL

	<p>soon as possible and informed them other training on a variety of subjects will start in March, one half day per month until November. SI has we need to make it clear on the invites that if members need to let us know whether they can or can't come.</p>	Age Concern.	
	<ul style="list-style-type: none"> Meetings with other LINKs SI asked group if they think meeting other LINK Groups would be worthwhile. Group discussed this and all agreed it would be helpful as coming up to last year of LINK so we should really give it as big a push as possible. GS said Lincolnshire LINK would be good to meet as there area is so large, we could see how they work and what they plan on doing next year. HG said we need to make ourselves indispensable being as it is the final year. SI said Julia Greenwood was going to sort this out but then she changed jobs. Group suggested having an informal afternoon tea for half a dozen or so LINKs. 	JL to speak to Sharon Neal and see what she suggests.	JL
	<ul style="list-style-type: none"> Making MPs aware of LINK GS asked whether they should invite Parliamentary Spokesperson, Anna Soubry, for Broxtowe to the workshop. We should poke MPs to make them aware of LINK. 	LINK comms team to contact MPs in their areas.	Comms Group

Minutes taken by Janet Lawless
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