

March 25th, 2010

NOTTINGHAMSHIRE COUNTY LINK COMMUNICATIONS GROUP MEETING



Meeting Minutes March 25<sup>th</sup>

LINK, Unit E2 Southglade Business Park, Cowlairst, Nottingham NG5 9RA

Present
Harry Greasley (HG) Tom Turner (TT) Jean Lewis (JL) Lisa Bellenger (LB) John Kerry (JK)
In Attendance
Janet Lawless (Janet) Sharon Neal (SN)
Apologies
Glen Swanwick (GS) Jane Stubbings (JS) Shirley Inskip (SI)

Agenda	Decisions made	By Whom
<b>Minutes from last meeting</b>	Group agree all are accurate.	Group
<b>Sharing Contact details</b>	Pass around form to all members	

March 25th, 2010

NOTTINGHAMSHIRE COUNTY LINK COMMUNICATIONS GROUP MEETING



<b>Media Update</b>	<ul style="list-style-type: none"><li>• JL informed group on Glen Swanwick's behalf about recent press and advertising the LINK has received.</li><li>• Also the meeting JL and GS had with Robert Parsons, health correspondent at Nottingham Evening Post in March.</li><li>• TT mentioned he would have liked to attend that meeting as a deputy LINK spokesperson. Group agreed it would be useful to have a deputy spokesperson in place to cover GS when he is away.</li><li>• HG fed back on the social marketing workshop ran by Forsters PR Agency in Derby. Informed group that Forsters are emailing a toolkit to Janet to be used by the Comms group for work being undertaken this year.</li></ul>	JL will inform TT of any press/ media meetings that arise for him to attend too.  Janet to email around to the group.
<b>Skills Matrix</b>	<ul style="list-style-type: none"><li>• Handed out and filled in by group.</li><li>• Janet to keep all files together and eventually make an online file to be referred to easily. Pass this around to all board members and new task and finish group members.</li></ul>	Janet to email around to all the CEWs to pass on to members of their LINK groups.
<b>Meeting with other LINKs</b>	<p>SN asked what the reason for the meeting is. HG explained it is to network and engage with other LINKs. SN explained about Doncaster ICE Group (Information Communication &amp; Engagement) and said it might be useful for the County Comms Group to observe an ICE meeting to see how they are run and how they make decisions. Plus have a Q &amp; A session with them.</p> <p>SN liaised with Doncaster ICE Group and instead of all the County LINK Comms group heading up to Doncaset for a meeting, the ICE Group Chair is going to come and observe/join in the next Comms meeting on the <b>29/4/10</b>.</p>	Group agreed this would be a good idea. SN going to contact Doncaster and arrange for this to happen.

March 25th, 2010

NOTTINGHAMSHIRE COUNTY LINK COMMUNICATIONS GROUP MEETING



<p><b>Merchandise</b></p>	<p>Janet stated that the group needs to agree on the events and reasons for having merchandise before deciding what to have, i.e.) a stall in specific areas of hospitals to tie in with what the new task and finish groups are looking in to.</p> <ul style="list-style-type: none"><li>• LB said stalls at summer shows would be really useful, ie) Ashfield Show, Beeston Carnival, Worksop Carnival and the</li><li>• Dignity in Care BME event run by Notts CC at Notts Race Course on 13<sup>th</sup> May from 9.30am – 3pm for 80 – 100 delegates, LINK may be able to take a free stall. TT stated if LB can get LINK a stall then LINK members will be there to man it.</li><li>• TT suggested looking in to the Notts Health Care Annual Conference.</li><li>• JL asked if this was what the Comms Group should be doing, and shouldn't it be up to the CEWs upstairs to do this. Janet explained that the Comms Group is a '<b>doing group</b>' and should be making the move to get out in to the community and promote the LINK. The support team will support the LINK in the best way they can.</li></ul>	<p>TT said he would speak to Katie Moore and find out contacts for QMC and City Hospital, JL said JS has a contact for Kings Mill.</p> <p>LB to get contacts and information about stand prices, sizes, times etc. LB is finding out whether any stalls are free for LINK to take one.</p> <p>TT to find out information.</p>
	<p>Group asked about putting a presence in GPs surgeries. JL and HG explained that Forster's PR Agency have placed information about the LINK with 6,000 GPs around the Country.</p>	
	<p>Group agreed merchandise lists seemed expensive. Would like to order more</p> <ul style="list-style-type: none"><li>• stress balls</li></ul>	<p>Janet said she would ask the administrator to look in to various prices for the next</p>

March 25th, 2010

NOTTINGHAMSHIRE COUNTY LINK COMMUNICATIONS GROUP MEETING



	<ul style="list-style-type: none"><li>• magnets</li><li>• lapel badges</li><li>• balloons</li><li>• pencils</li><li>• pens</li><li>• bags</li></ul>	meeting.
<b>Conference</b>	Janet requested that all Comms Group Members arrive at the start and meet and greet the delegates. JL is running the registration desk.	Comms Group JL
<b>Events</b>	<ul style="list-style-type: none"><li>• JL and JK suggested there could be a LINK awards system for services to the Community.</li><li>• LB suggested a social evening in the summer with a buffet and awards. Doesn't have to be expensive.</li><li>• TT recommended that this idea be put to the board first.</li></ul>	
	<ul style="list-style-type: none"><li>• JL proposed putting together a strategy for increasing younger people's participation.</li><li>• Janet explained a Task &amp; Finish Group is looking in to Engaging with Younger People in Mansfield so we could support them.</li></ul> <p>LB asked if LINKs has a Face Book page. Janet explained yes we do but no-one has updated it for some time and asked if anyone would be happy to take it on. LB volunteered to if Janet can send her the user email and password.</p>	LB will bring a copy of the Newsletter she works with to the next meeting so LINK can get information in there. Janet will send LB LINK face book details to update the site with LINK information. LB to look into prices of adverts

March 25th, 2010

NOTTINGHAMSHIRE COUNTY LINK COMMUNICATIONS GROUP MEETING



		for LINK on facebook.
<b>Any Other Business</b>		
	<p>JK suggested purchasing a camera for the LINK to use. Janet and HG said that there was one purchased last year but we're not sure where it is.</p> <p>JK asked how many spaces were left on the Comms Group. Janet said three. JK said we need to publicise this and get the spaces filled.</p>	<p>Group agreed this is something to discuss.</p> <p>Janet will try and find out what happened to it.</p> <p>Janet to put adverts up at the conference and on the website.</p> <p>We could ask new board members if they also wish to join the Comms group.</p>
<b>Next Meeting</b>		
Next Meeting	<p>Agenda to be sent out seven days before 29<sup>th</sup> April 2010.</p> <p>LINK, Unit E2 Southglade Business Park, Cowlairs, Nottingham NG5 9RA</p>	Janet/ HG

❖ **END**

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