

## Healthwatch Oxfordshire Board of Directors

Date of Meeting: 22 <sup>nd</sup> September 2015	Paper No: 7
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Title of Presentation: Minutes of the Marketing Group
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This paper is for	Discussion		Decision		Information	x
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Purpose and Executive Summary (if paper longer than 3 pages):
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Financial Implications of Paper:
None

Action Required:
The Board is asked to note the minutes of the Marketing Group meeting held on 22 <sup>nd</sup> July 2015.

Author: Ben Mabbett
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Title: Marketing Group Meeting Minutes			
Venue: Healthwatch Oxfordshire Offices		Date: 22/07/15	
Time: 14.00 - 16:00	Chair: Eddie Duller (ED)		
Minute Taker: Ben Mabbett (BM)			
Attendees: Board members: Eddie Duller (ED), Jacque Pearce-Gervis (JP-G), Jean Nunn-Price (JN-P). Staff in attendance: Rachel Coney (RC), Ben Mabbett (BM), Carol Moore (CM)			
Apologies :			
Agenda item	Notes		Action by
1	ED welcomed the Marketing Group members and explained that this meeting is for setting the scene for next marketing manager.		
2	<p><b>Minutes of the last meeting</b></p> <p>RC and ED requested some changes to the priorities in item 2 of the previous minutes and it was confirmed that the website, visual presence and social media were priorities.</p> <p>ED reported that the TOR had been rewritten and had been forwarded to the SP&amp;F group with other TORS for discussion before being presented to the board in November.</p> <p>ED advised the board the Luther Street PPG award was included in the June newsletter as it was not included in the annual report.</p> <p>ED suggested that BM should create a reservoir of press releases in BM's handover notes.</p> <p>JPG asked for the board to minute the fact that the 24<sup>th</sup> June meeting in item 8 of the minutes did not go ahead.</p>		<b>BM</b>

3	<p>RC gave the group a rundown of the budget lines It identified £13,000 in the marketing budget for 2015-2016, some of which has already been spent and allocated. The amount remaining that has not been fully committed to date is £11,000</p> <p>CM discussed the outreach budget of £4200, which is to cover all of Jen's work, including costs for setting up stands at events, as well as branded goods for outreach work. Specific requests the outreach team has made to better deliver activities, includes gazebo, chairs and outdoor clothes. The group discussed item the team needs and resolved that the outreach team and marketing should work together to determine their needs.</p>	
4	<p>The new marketing manager will be in post in October by the latest. After a period of induction, the new marketing and communications manager will then present a plan to implement the priorities set out by the sub group.</p> <p>CM notified the subgroup that training staff on social media was taking place next week and that she will work with the new marketing and communications manager to continue training.</p> <p>The current schedule of newsletters means that the next newsletter is due to go out in September, therefore BM is to create the next newsletter and then the new marketing manager will do the December edition.</p> <p>CM and RC notified the sub-group about current marketing pieces about the ORCC report and Dignity in care.</p>	
5	<p>Date of the next meeting - The date of the next meeting as stated in the board report (19<sup>th</sup> August) has been cancelled as the new communications and marketing manager will not be in post.</p> <p>The next meeting of the marketing group will be on 23<sup>rd</sup> September from 11-1.</p>	
6	<p><b>AOB</b> - JPG suggested that other staff could be included in media interviews etc. RC informed the board that staff already were and will try to involve them more. Meeting ends at 16:10</p>	