

**Notes of the Somerset LINK Stewardship Group
Held on
Monday, 27th April 2009**

In attendance:

Stewardship Group

**Mrs Carole Hounsell
Mrs M Lloyd-Williams
Mr John Murphy
Mr Rafal Skarbek
Mrs Rachel Witcombe**

Apologies received from:

**Mr Jon Clausen-Berg
Mr Leroy Clifton
Mrs Di Monaghan
Mr Richard Pitman**

Help and Care (Host)

**Mr Martyn Webster
Mrs Amy Morse
Miss Nicole Kirbyshire
Miss Beth Jerrett
Mrs Patricia Starkey**

Item

Action

1. Welcome:

Amy welcomed everyone, including Rafal Skarbek who could not attend our last meeting, and suggested we briefly introduce ourselves round the table – fuller details on everyone were included in last month's notes.

Rafal – A Community Development Worker for Black & Minority Ethnic Communities in Somerset. In 2006 Rafal commenced setting up drop ins for the Polish community then extended this to other Central and European groups. In 2007 he started targeting black minority groups to ensure they had good access to health services.

Carole – was an active member of the PPI forum until its demise in 2008 and has a background in HR, local government, charity and advertising.

Maureen – joined PPI four years ago and became chair of Somerset PPI until it ceased in 2008 – she has also worked in health, employment and training.

Martyn - Regional Manager Help and Care – joins us to offer support. He is involved in LINKs round the region, working with those who are further forward and feels it helpful to reflect on the paths others have trodden rather than reinvent the wheel.

Amy - Development Officer.

Nicole – started 31 March as a Development Officer. Her background was mainly working with victims and perpetrators of domestic violence and she ran a forum in Taunton Deane.

Beth - Communications Officer – will be giving an update on her progress so far.

John – following his spell in the services, became ill in 1994 with post traumatic stress syndrome.

Rachel - Practice Manager in a GP surgery in Shepton Mallet.

Trish – In addition to being Somerset LINKs Administrator she is also here to lend support to the SSG.

2. **Notes of Last Meeting:**

A few minor amendments to last month's notes were then voiced, namely:

Item 2 - add 'from change' after the word 'benefit' under Carole's paragraph; amend Maureen's to read she joined PPI four years ago (in place of Maureen retired from the PPI 4 years ago) and after 'became chair of Somerset PPI' add 'until it ceased in 2008'; then after the word 'inconsistencies', insert 'in treatment'; under Rachel's Replace 'Carol' with 'Rachel' after the word 'functions.'

Item 6 – After 'Carole thought it important to put things on record' – add 'with the PCT and Social Services'.

3. **Matters arising:**

- Photographs – have now gone out with press releases and been put on the website. Beth to take Rafal's photo at the end of the meeting for publicity purposes.
- Amy mentioned the Regional Cross Boundary LINKs meeting to be held in Taunton on 18th May. Nicole and Amy are

NK/AM

attending, and any interested SSG members are also invited. Amy can forward on the details if you are interested.

- Real Involvement will be running future meetings which we will be publishing when received.

Rachel reported she had attended their meeting on 9th April about communication and involving people. She said it was well presented with lots of interaction taking place. Rachel described it as a very good meeting.

- Amy reported that although the SSG had received the expenses policy it had been brought to light that a BACS payment directly into a bank account would be much easier and quicker, and asked those members who would prefer this method of payment to let Trish have their bank details.
- The draft protocol produced by the East Sussex LINK on 'Agreement of Understanding' relationships between SSG and Host was then circulated. It was felt this may throw up ideas on how best to take things forward. We will be developing our own in future.

ALL

4. **Update from Host Communications Officer:**

Newsletters:

- These have been produced roughly every two months since November, the next one being due in May. Beth is going to put something in place so articles can be submitted.
- The last newsletter was post election to announce the results in March.
- The Host has produced an e-newsletter similar to that from Amazon or E-bay, so the next edition will be in e-format.

BJ

BJ

Press Releases:

- Series of press releases with photographs, focusing on your election, were recently released to the local press.
- Back in January a press release was distributed to the local media to encourage residents to register with the LINK ahead of the elections.

Advertising Paid For:

- Back in January, advertising was placed in a number of local papers across the country, to promote registrations and encourage residents to stand for election to the Stewardship Group.

Website:

- Last month I received some training so the website can now be updated locally.
- Started adding relevant events, held by stakeholders and partners.
- A review of the first SSG meeting, with photos, has been added.
- Currently 31 groups are registered on the website – they have been contacted and encouraged to update their profiles, make use of their dedicated interactive area, and to add the LINK to their websites and newsletters.

BJ

Marketing Materials:

- A shared LINKs brand has been developed by the Host, including logo, strap line and stock images.
- Marketing materials (leaflets, post-its, pens) are being used and distributed by the Host team – we may want to revisit and develop locally as part of our marketing strategy.

Contacts

- Contact has been made with Somerset County Council press office and a meeting is to be arranged. Key contacts with Public Relations Officers at NHS Somerset, Musgrove Park Hospital, Yeovil District Hospital and Somerset Partnership have all been established and we are working to get information out via their communication channels.
- More than 50 community groups contacted to put articles in newsletters and add us to websites.

BJ

Marketing Strategy:

- The next step is to pull some of these activities into a marketing strategy **BJ**
 - A marketing strategy has been developed by the Host, and we need to look at it on a local level to decide how we spend our budget – to be available ahead of our next meeting **ALL**
 - Pencilled in to be discussed at next business meeting (28 May)
- 5. Update from the Host Development Officers:**
- **Amy** - reported Nicole joined us 31 March last – being new, there is an ongoing process with Nicole visiting groups and organisations raising awareness of LINKs, eg Somerset Partnership who were very supportive. Another meeting will take place again in two weeks. **AM/NK**
- Met with Somerset Intelligent Network gathering, collating and sharing data – they have sent us database information on age profiles, deprivation, etc. which will be helpful in compiling our mapping tool. **AM**
- Met with Racial Equality Council and various other groups including St. Johns Ambulance who were helpful on ways of contacting carers, access, etc.
- Visited Senior Citizen Groups Alliance to establish getting out to their groups, Headway Centre in Yeovil talking about LINKs, a disabled swimming group where leaflets were distributed. Made good CVS contact - presenting to stakeholders within CVS about LINKs.
- Looking at going to summer fairs etc to meet the public. **AM/NK**
- Equality South West With Travellers, getting involved in that to contact hard to reach groups, building on service users and main providers. **AM/NK**
- **Nicole** – has come up with lots of ideas which she will be sharing as we progress. She is passionate about contacting hard to reach groups. **NK**
 - John Murphy volunteered to go along to meetings with the Development Officers, an idea which was met with great **JM**

enthusiasm. It was decided, therefore, Amy would e-mail her diary monthly to SSG Members who could then advise her which of the meetings they would like to attend as it was felt representation of the SSG at meetings would be beneficial.

AM

6. Relationships with the Health Overview and Scrutiny Committee (HOSC):

Met with key people in March who are getting involved with Help and Care. Met Keith Wiggins, Ray Tully (Vice Chair of OSC) and Stephen Martin-Scott (Chair). Josie Godfrey, a representative from the CfPS - Centre for Public Scrutiny was also at the meeting to provide advice and intelligence from other areas.

It was agreed there will be 3-4 LINKs places on the Committee. Change on councils in June. We want a working partnership with them, and will get involved after the elections, having already made contact. Recruitment to be from LINKs members to go on the Committee. Maureen asked if PPI were still on the Committee – response - yes.

AM/BJ

7. Proposed invitation to the Commissioners to attend the next Stewardship Group business meeting on 26th May 2009:

Commissioner, Neil Pack, from the Council attending to meet SSG members.

8. Stewardship Group – Getting Started:

Amy ran briefly through the agenda. Suggested we dealt with meetings, budget and expenses. Training and Governance 'must do's include Code of Conduct, Decision Making (a good team exercise) - Complaints Management and Enter & View. Nicole asked if everyone was to be trained on Enter & View or just groups.

ALL

Martyn explained that each LINK had to decide its own decision making process and publish the decision. LINK decide process for finding, training, supporting and CRB checking those authorised representatives carrying out visits under the provisions. Might be members of SSG or someone who has been through that process. Host has developed suggestions which would be offered as a start.

ALL

Carole asked how are we doing CRB checks with other groups. Martyn replied they have not exactly reached that stage but this will be carried out by ourselves. All staff members are also checked.

9. **Develop Agreed Terms of Reference to include:**

Meetings:

Various suggestions were put forward which included not Monday, Tuesday, Wednesday or Friday evenings – Thursday, therefore, proving possible.

Suggestions were received for longer meetings, say three hours from 6-9pm or possibly longer for training days.

It was, therefore, decided the next meeting would take place on Monday, 11th May as previously arranged, but to extend this from 6-9pm. **ALL**

Further meetings/training would then be decided by SSG members on 11th May. **ALL**

Meanwhile, it was agreed an availability chart would be devised and sent to everyone in order to decide on future meeting dates/times. **TS**

Venue for meetings:

It was decided the Vista meeting room in Langport would be used as it was the most central for everyone as well as being cost effective. **ALL**

Meeting administration, eg agenda preparation, notes format and distribution:

It was agreed no point in reinventing the wheel when policies were available for guidance, and sets would be sent via e-mail, which can be tweaked if necessary. **AM**

10. **Term of office for a Chair person or rotation:**

Agreed an annual change would be sufficient.

11. **Defining roles and responsibilities within the Stewardship Group:**

A PPI work plan was mentioned and everyone agreed there would be value in looking at it to give some idea of the areas under review.

Sub-groups were suggested, but Martyn did warn that LINK had created a sub link which did not exactly pan out.

- He went on to explain that we need to identify/prioritise 6 issues for the decision making process – then decide and see if it works. **ALL**
- It was suggested we could possibly influence National issues to ensure best local services, but should bear in mind we need to start on the ground floor and get some credibility to move forward.
12. **Comments from David Rees, LINK Participant:**
- David Rees asked if we would share his comments with SSG – so a hand out was passed round. Any comments on this to be sent to Amy. **ALL**
- 13 **LINKs representation on the Patient and Carer Experience Group – Somerset Partnership:**
- Dates: 14th May; 10th September; 12th November Broadway House Bridgwater - 9.30-11.30
- Amy is attending on 14th May to give a presentation about LINKs and get feed back – all SSG members are welcome to join her. **ALL**
- 14 **Any Other Business:**
- Rafal advised on Sunday, 21 June, a meeting was being held promoting well being helping out victims of domestic violence, based in Shepton Mallet at the Leisure Centre from 10-4pm. All welcome. **ALL**
 - The National Centre for Involvement Guide No. 9 was then circulated.
 - The question of a replacement Line Manager was raised. Martyn stated wheels were in motion for this but was not sure when the advertisement would appear in the press.
- He confirmed, however, that plans for what is happening meantime would shortly be forthcoming. **MW**
- Beth reported colleagues in Torbay and Dorset were considering advertising Help and Care in a directory with a distributed mix of listings and editorial shifting more to health in this year's issue at a discounted rate of £333. for a half page 4 colour ad. This is an annual publication, which Beth thought possibly worthy of consideration under marketing strategy.

Martyn proposed letting this go at present as we need to know circulation who reads it etc. before proceeding to advertise. He said it is better if marketing comes out of strategy. **ALL**

- Decided the Budget would be discussed at our next meeting. **ALL**
- Beth took photographs of Rafal for publicity purposes.

Amy then thanked everyone for attending the meeting which closed at 3.55pm.

15. **Date of Next Meeting:**

Monday, 11th May 2009 – 6-9pm.