

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 26 th January 2016	Paper No: 4
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Title of presentation: Minutes of the Marketing Group meeting of 2 nd December 2015
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This paper is for	Discussion		Decision		Information	x
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Purpose and executive summary (if longer than 3 pages):

Financial implications of this paper: Marketing and promotional activities cost.
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Actions required: The Board is asked to note the minutes of the Marketing Group meeting.

Author: Richard Maynard

Title: Healthwatch Oxfordshire Marketing Sub Group Minutes			
Venue: Healthwatch Oxfordshire office, Whichford House		Date 21.10.15	
Time: 11.00 - 12.35	Chairman: Eddie Duller OBE		
Minute Taker: Richard Maynard			
Attendees: Eddie Duller, Jean Nunn-Price MBE, Richard Maynard, Carol Moore, Jacquie Pearce-Gervis			
Apologies: Rachel Coney			
Agenda item	Notes		Action by
1	ED Welcomed Members and the group noted apologies		
2	Minutes of the last meeting were approved. Matters Arising- It was noted that the Marketing and Communications Strategy has been approved by the Board.		
3	Updating printed materials RM presented drafts of a new generic poster and leaflet for Healthwatch Oxfordshire. The leaflet was approved, with some minor alterations to the text. The poster was approved with an amendment to the main headline. RM will now seek print quotes.		RM
4	Updating website RM gave an update on the overhaul of the website. The following progress has been made regarding the website. The following progress has been made: <ul style="list-style-type: none"> • Re-design of home page with additional images. • Creation of new 'A to Z of local services' guide. • Creation of new 'Correspondence' section, (not yet populated with content). • Creation of new 'How to complain' guide with information on where to complain for each individual service and a toolkit to explain the process. • Creation of news feed - a feed of health-related news from the BBC appears on the right hand column of every page, automatically updated every 15 minutes. • Re-organisation of menu, with items in more logical order. 		RM

	<ul style="list-style-type: none"> • Ongoing: Review of all content for style, grammar, spelling, visual appearance etc. This will be reviewed again in the light of training attended at Healthwatch England on November 27, which included a section on writing more enticing web copy. 	
5	<p>Marketing and Communications Strategy</p> <p>RM presented an update on delivery of the Communications Strategy. The key points were:</p> <ul style="list-style-type: none"> • Outreach events - ongoing. Events being booked in for next year. • Mailing lists - separate agenda item. Email lists cleaned. • Printed materials - new leaflet and poster prepared for discussion. • Website - see separate brief. • Social media - building engagement numbers. • Media relations objectives - all media relations are now in-house. Since September 1, 30 separate media requests. 29 individual items on local radio, television and press. Proactive media activity surrounding Dignity in Care, County Council cuts, Board meeting in Henley. • Email correspondence - new footer drafted to better comply with Data Protection Act. • Newsletter - ready for distribution. • Other visible presence - in discussion with acute hospitals regarding noticeboards. • Stakeholder management - ongoing. • 360-degree survey - questions drafted. <p>ED suggested the inclusion of a comment section or blog, and a basic explanation in simple terms of how the local health services are structured. RM will look into this.</p>	RM
6	<p>Marketing services to potential new clients</p> <p>J-NP suggested that in the light of impending budget cuts, this could be a useful source of income. CM and RM agreed that the first priority should be to identify what services Healthwatch Oxfordshire can offer, and to whom, before any proper strategy to market them could be set out. It was agreed to consult other staff on this and report back at the next meeting.</p> <p>ED asked RM to investigate Healthwatch Wiltshire, which carries out some services for Wiltshire County Council to that it can fulfil its obligations to the Care Act, with a view to offering a similar function to Oxfordshire County Council. RM to report back at next meeting.</p>	RM
7	<p>Mailing List</p> <p>JPG how the distribution list for the newsletter was compiled, as she was concerned that the public had not seemed aware of the Board meeting held in public in Henley-on-Thames. RM explained that there is an email list of about 800 names, plus additional mailing lists for councillors and VIPs, plus a list of 300 names who receive a copy of the newsletter in the post. It was suggested that the newsletter could possibly be sent to organisations,</p>	RM

	<p>such as libraries and surgeries, with fewer copies sent to individuals. This will be investigated.</p> <p>JPG and JNP offered to review the postal mailing list for any obvious names to be removed or added.</p>	
8	Date of next meeting, February 3 2016 at 11am	
9	<p>AOB</p> <p>JPG: Reported hearing increasingly about instances of patients' families being "bullied" into accepting their relatives home when they felt they should stay in hospital. CM asked for examples to be forwarded to herself and Jen Marks.</p> <p>ED reported that Stuart Bell of Oxford Health NHS Foundation Trust was currently giving presentations on the Transformation plan for the county's health services that was unveiled at the HOSC meeting in November, but there was currently no public watchdog in place to monitor it.</p> <p>CM reported that HWO had lobbied for a place on the Transformation Board, but that this had been rejected by the providers. JNP asked whether these meetings were held in public. CM will investigate, and also enquire whether the meetings could be attended under 'Chatham House Rules'.</p> <p>CM reported that following an advert place by HWO in Cherwell Link, a magazine published by Cherwell District Council, a member of the public had come forward to share an unusual and positive story.</p>	CM
	Meeting closed at 12.35pm.	