

Healthwatch Oxfordshire Board of Directors

Date of Meeting: May 26 TH 2015	Paper No: 9
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Title of Presentation: DRAFT Minutes of Marketing Sub Group of 21/4/2015
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This paper is for	Discussion	x	Decision		Information	
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Purpose and Executive Summary (if paper longer than 3 pages):

Financial Implications of Paper: None

Action Required: To note the minutes of the Marketing Sub Group as attached
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Author: Ben Mabbett

Venue: Healthwatch Oxfordshire Offices

Date: 21/04/2015

Time: 13:30 - 15:00

Chair: Edward Duller

Minute Taker: Ben Mabbett (BM)

Attendees: Edward Duller (ED); Jacqueline Pearce-Gervis (JP-G), Ben Mabbett (BM); Rachel Coney (RC); Carol Moore (CM)

Apologies: none

Agenda item	Notes	Action by
1	ED welcomed Members to the first meeting of the sub group.	
2	<p>Terms of Reference The group discussed what the role of the marketing sub group needs to be and what should be codified in the terms of reference. The group agreed on the following terms:</p> <ul style="list-style-type: none"> ➤ The Marketing sub groups primary role is to formulate marketing policy that is ratified by the full board ➤ The Marketing sub group is to create an annual marketing plan and implement it. ➤ The Marketing sub group will periodically review the annual marketing plan and monitor impact. ➤ The Marketing sub group is to formulate and request a budget from the board. ➤ The Marketing sub group will be made up of 3 board members and supported by two members of staff. ➤ The Marketing sub group will meet at least every quarter, starting in April 2015 	
3	<p>The Big Blue Sky - What do we think?</p> <p>The group shared ideas for increasing the profile of Healthwatch Oxfordshire to enable it to start thinking about the contents of the Marketing Plan.</p> <p>It was felt that the organisation needed a higher profile and that its messages are not always clear and simple.</p>	

	<p>The group decided the following:</p> <ul style="list-style-type: none"> ➤ To create a simple vision and mission statement that can be understood both internally and by the general public. ➤ To create a marketing plan ➤ To update the website content ➤ To update marketing materials ➤ To use other organisations, websites, and a range of county-wide and local publications for communications ➤ To refine and increase the use of social media ➤ To refine the public relations policy and implementation ➤ To refine public events and promotions ➤ To work towards bringing marketing activities in house 	
5	<p>Annual Report Update</p> <p>An update on the progress of the annual report was given to the group, outlining the timetable for production.</p> <p>The sub-group was given the responsibility by the board to edit the annual report, and members of the sub group were told that they will be able to see the first draft and comment before it goes to the designer on the 4th May.</p>	BM
6	<p>Phone Number</p> <p>The Healthwatch Oxfordshire telephone number was discussed as the current contract covering this area is not ideal. The group were made aware of some options that the organisation could choose from. The group requested further information on the cost and impact of the options before making a decision. Carol Ball (CB) is to supply the marketing sub-group with information for a recommendation to be made.</p>	CB & BM
7	<p>Healthwatch England Achievement Awards</p> <p>The group were informed of the achievement awards and RC advised that she will apply in three categories. RC to apply and inform the sub-group of progress.</p>	RC
8	<p>Date of Future meeting</p> <p>The date of the next meeting is 20th May at 10:00</p>	

9	AOB Marketing materials Since the telephone number may potentially change and the way we describe ourselves is under review it was felt that the communications officer should delay designing new leaflets until such a time as any changes are in place.	
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