

Marketing Report

Meeting held on 6th December.

In attendance – Steph, Mark and Clare.

Apologies – Danielle and Charlene

We had a general discussion around marketing and what we could do in the lead up to Christmas and agreed on the following:-

- We will design a “12 Days of Christmas” campaign which will launch on 12th December and feature various blog posts and Christmas themed activities to keep us active on our social media channels. All ideas welcome.
- Steph offered to donate a selection box to each user member on behalf of the board which will be delivered to them next week.
- We are to speak with Meals on Wheels and see whether we can arrange for them to deliver a Christmas Meal to each of our user members. If not, Steph will see what Wiltshire Farm Foods can offer. Costs to be reported back to the finance team.

Actions Required:-

- We need to re-look at where we are advertising locally on the community boards etc and Steph is to speak with Fiona Russell to see if she can help (thanks for the referral Jon!)
- We are going to speak to Chris at the Civic Hall to enquire about hosting a joint networking or small coffee morning event in the New Year for all local businesses, and residents to attend.
- There is a new local group which meets at Longwood Mechanics Hall and is designed for those who suffer with dementia. Steph to speak with them to see if we can advertise our services.

Board Meeting:-

- We have been approached by Caroline Orridge who is currently working on the Options Guide to Care and Independent Living publication which covers Kirklees and Calderdale, and surrounding areas. This magazine will go directly to elderly patients looking for care and support through NHS hospital discharge, care advice, Age UK, community nursing and Alzheimer’s Society. To advertise, it will cost £540 (inc VAT) to have a ¼ page advertisement in the magazine for 6 months, which includes an online version which will have a link direct to our website. I have spoken to Mark who believes this is a great opportunity and we could use this widely for marketing purposes. I have also forwarded the details to Sue and Danielle for their comments, and have put the proposal forward to the finance team. **We need a decision before Monday 12th December so could this please be discussed more widely at the board meeting, and then a decision forwarded to me so I can follow up with Caroline. Thank you in advance.**