

## **Marketing Meeting – 11<sup>th</sup> July**

Present: Steph, Danielle and Clare.

We had a general discussion around marketing and what we could do over the Summer and agreed on the following:-

1. Prepare a Newsletter to be circulated in August. All board members to contribute and this can be discussed wider at the board meeting on 13<sup>th</sup> July. One important date we wish to include is a “save the date” for the AGM.
2. Its Good Care Month this month so we will be posting across social media and doing a couple of blog posts to join in. The campaign aims to acknowledge our hard working social care workers and the services they provide and to also help inspire the public to consider social care as a viable career choice.
3. Its Afternoon Tea Week during 7<sup>th</sup> and 13<sup>th</sup> August – we are going to arrange a small treats box to be delivered to each user member, and hope to get some photos for our social media content.
4. We will consider another leaflet drop in Golcar – maybe in September – this will be discussed again nearer the time, and we will obtain a quote to pass to the finance team for consideration.

The last leaflet drop in Slaithwaite, Linthwaite and Meltham is proving successful, most of the enquiries have come from Meltham, with very little activity from Linthwaite but on a whole we feel it was worth while and has helped to increase our brand awareness.

5. We have not had any enquiries come through via the Options Magazine. The publication was circulated at the end of May. Steph is going to contact them to ask for some feedback and clarify how the magazine is circulated upon discharge.
6. There is a new dementia café starting at Ruddis in Slaithwaite every Tuesday between 10am and 12 noon. It is being organised by Gwennies Getaways and Steph is to speak with Joanne Gibson as to how we might become involved, or at the very least leave some marketing material to hand out to their guests.
7. At the last business development group, it was mentioned that we should be looking to increase our profile in Marsden. Steph has had a look at local activity for the elderly and there is a Brunch and Lunch at the local Church on the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday every month and also a dementia café at Marsden Mechanics every month. We are going to contact the organisers of these two groups to see if we can become involved.
8. Again, there is a local group in Meltham for Men only (over 60 years) who meet twice a month at the Sports and Community Centre and we have reached out to see if there are any opportunities there for us.

If anyone has any questions, or would like to put forward any ideas for the marketing group to consider please let Steph know. Our next meeting will be held in the middle of August. Everyone is welcome.