

**Coventry LINK Steering Group Meeting**  
**10 am on 3<sup>rd</sup> March 2010**  
**Held At: Central Methodist Church Hall, Coventry**

**FINAL Minutes**

**Attendees:** Dave Spurgeon, Tom Stone, Alexander Turner, Gaile Allen, Sheila Marston, Ruth Light, Christine Upton, George Keay, Moira Pendlebury, Ellen Alcock

**Apologies:** Bhanu Dabhi, Terry Doyle

**Present:** Rob Allison from Voluntary Action Coventry

**1) Chairing**

Ruth advised the group that the election for Steering Group Chair was a dead heat and that Tom and David were happy to split the term of office for a year each with Tom going first. The meeting agreed this plan.

**2) Discussion on the focus of LINK**

The group considered a discussion paper on the focus of Coventry LINK and did an exercise ranking the different roles. The top 4 were:

- 1) Holding services and commissioners to account
- 2) Joint second: campaigning for better services; research into patient and public views; representing local people.

David said that there was a clear indicator that holding services and commissioners to account was the number one priority and that he felt that this was very important.

The group also discussed how to make an impact and how to carry out pieces of work in order to show evidence of activity, outcomes and changes arising from the work. Ruth asked the group how the LINK could break its work down into smaller units and capitalise on these.

Jenny gave an example of the work of the Mental Health Working Group which had identified an issue from service user feedback, investigated delivery and were looking at a PCT contract with a provider and would be able to report findings and recommendations soon.

Tom notes the difficulty of showing an impact if agencies do not take any action as a result of LINK feedback/recommendations.

There was discussion about using the media when LINK is not happy with a response and to campaign for change. Ruth noted the importance of this providing the LINK was clear about who it was trying to influence – sometimes working behind the scenes can be more effective. George said it was important to have regular contact with the Chief Executives of the PCT and providers.

<b>ACTIONS</b>
<ul style="list-style-type: none"><li>• Further discussion at the following Steering Group meeting</li></ul>



### 3) LINK work programme

Ruth and Jenny provided updates on the work which had been undertaken by working groups to address the work programme. Issues for discussion arising from the work of three of the working groups were identified for the Steering Group to think about how the LINK should take work forward and conclude elements of work.

David noted that a significant number of Coventry GPs did not offer extended services and the LINK had been informed about difficulties in how GPs operate Choose and Book. LINK could work positively with NHS Coventry. The national GP contract is up for renewal in 2011 and LINK could put pressure on that. George noted that the LINK need to take a balanced view and ask GPs their issues. Sheila and Alex raised concerns about information not being distributed by GPs.

Moira noted that as LINKs resources are limited LINK should work jointly and utilise any good evidence of patients/service user experience/views – the LINK does not have to generate this. Tom said that assessing opinion doesn't necessarily need to involve talking to hundreds of people.

There was agreement that the LINK should pursue the issue of Choose and Book with PCT and arrange a meeting between LINK volunteers and senior people from the Hospital and Council and PCT to talk about end of life care.

<b>ACTIONS</b>
<ul style="list-style-type: none"><li>• The Mental Health Working Group will prepare recommendations for the next Steering Group</li><li>• Invite Malcolm Stamp to a Steering Group meeting to address concerns about patient mortality.</li></ul>



### Open meeting

#### **Additional Attendees:**

Esther Peapell (Head of Public and Patient Involvement, NHS Coventry), Bob Marriott (Service User Involvement Development Officer – Coventry City Council), Sue Stennett (Coventry and Warwickshire Partnership Trust), Peter Barnett (Coventry City Council scrutiny support) Lamber Sadu (Council for Disabled People), Abdi Ibrahim

### 4) Minutes of the last meeting

The minutes of the last meeting were agreed.

## 5) LINK quarterly report

A copy of the report which had been sent to Coventry City Council by the Host organisations to report on the period September 2009 to December 2009 was circulated for information.

## 6) Publicity and marketing

Ruth provided an update on publicity and marketing activity. LINK was featured in the Telegraph following a meeting between Ruth and Warren Granger and a further mention of LINK had been included in an article about hospital car parking. Warren Granger had advised that LINK could get ongoing publicity through being mentioned in articles they write about health or social care issues. There as support for this approach.

The national LINK campaign had been launched on 26<sup>th</sup> January. Members commented that they had not seen significant media coverage and that most of the activity had taken place on one day. Esther said that there had recently been a good article in the Health Service Journal and other media that health professionals would look at and this would have some impact.

The meeting looked at analysis of the current profile of LINK members. It was felt that there was a good spread in terms of age, and ethnicity. However most of the LINK's members were female. Gaile asked what the current rate of increase was for membership. Ruth said that the rate of increase had reduced in recent months as the project officers were focused on supporting the work programme rather than community outreach.

Options for targeting men to increase the male membership were discussed and Lamber said there were opportunities of putting information on the CDP website and involvement in their engagement events. Temples could also be targeted using existing members for translating.

The group discussed who should undertake the volunteer role of media spokesperson. It was stressed that the role was to represent the views of LINK and the findings of work undertaken. David said it was also important to spell out what LINK's stand for. Moira said that for some media work it might be appropriate to draw on the experience of volunteers from working groups.

It was agreed that Tom would be the main contact for newspaper comment, David would be second contact and would take a role in radio interviews. It was agreed that working group volunteers could also take a role. Appropriate briefing was required before media interviews/comment.

The meeting agreed that media training was very important and Esther highlighted her experiences to support this.

<b>ACTIONS</b>
<ul style="list-style-type: none"><li>• Brin/RL to investigate media training</li></ul>

## 7) User involvement – Bob Marriott

Bob Marriott spoke to the group about his role. He is one of two user involvement officers for adult social care. Grace Forrester is the other. An example of the type of work he does is the recent work on the Council's involvement strategy. His work focuses on information, consultation and supporting involvement through the Coventry Partnership. Recently Bob had been undertaking consultation on changes to charging policy.

Part of Bob's role is to work to get across messages about the best way to involve people. Joint work is being undertaken to look at how to reward, and recognise peoples' contribution to when they are involved on a longer term basis.

## 8) Feedback and updates

**Scrutiny Board 4:** David fed back on the last meeting on the 17<sup>th</sup> February. The affordability of free personal care at home was one issue raised along with further discussion of the plans to transfer Coventry Community Health Services to another body. The board had also looked at success in Walsall around teenage pregnancy.

The future arrangements for LINK representation on Scrutiny Board 4 were discussed. David had taken on this role on a temporary basis. It was agreed the David should continue for a further year.

**Godiva Commissioning Group:** George has been a lay representative on the Group's Board since this was requested from the PPI Forum. Peter Hodder has now written to the LINK for a representative. It was agreed for George to do this for one year and then to review.

**LINK active participants session:** George fed back from this regional event. The agenda had featured information about Quality Accounts, which will be coming in next year. Esther said that it was Acute Trusts who would be doing this first and Sue confirmed the the Partnership Trust would be producing one. There a potential role for LINKs in commenting on the quality of patient experience.

**CQC Consultation:** Ruth noted that the CQC Area Manager was keen to meet with the Steering Group. This was endorsed for the future with the proviso that there is sufficient time on the agenda. Ruth said the there was a current CQC consultation with a deadline of 27th April. George and David agreed to look at it.

ACTIONS
<ul style="list-style-type: none"><li>• RL to provide summary information about quality accounts to Steering Group members - and how LINK can be involved to be considered as part of work planning</li><li>• RL and George to meet with Godiva Commissioning</li><li>• David and George to look at CQC consultation and feedback</li></ul>

**9) Any Other Business**

Abdi asked about funding. Ruth noted that LINK isn't a funding body.

**10) Summary of items agreed for the agenda of next meeting:**

- Further discussion of LINK focus
- Mental Health Working group report
- Invite to Malcolm Stamp

**Date and time of next meeting: 3:30 pm 7 April 2010 Eadon Room – Coventry Central Hall**