

**UNCONFIRMED - MINUTES** of the meeting of the HPC Communications Committee held on Monday 18<sup>th</sup> November 2002. Park House, Kennington, London.

**Present:**

A Foster (Chairman)  
S. Chaudhry  
N. Brook (part)

**In attendance:**

C. Middleton (Director of Communications/Secretary to the Committee)  
M. Seale (Chief Executive & Registrar HPC) - Part  
R. Tripp (PR/Events Assistant)  
G. Ross-Sampson (Project Manager)

ITEM 1        **APOLOGIES**

Apologies were received from E. Price, C. McGartland, M. Mackellar, J.Stark

ITEM 2        **MINUTES**

The notes of the meeting held on Tuesday 27<sup>th</sup> September 2002 were confirmed as a correct, record.

ITEM 3        **MATTERS ARISING**

It was decided that all brochures and documents should be clear in terms of language and layout no matter who the audience. A Plain English Society 'Crystal Mark' will be sought for all brochures intended for a public audience. Belfast has now been postponed and Cardiff is the first event in relation to the Consultation. It was agreed that HPC will host an event in Northern Ireland in 2003 as part of its communications with registrants for that year.

ITEM 4        **CONSULTATION PROCESS UPDATE**

The Health Ministers for Wales and Scotland have been booked for both our feedback and launch events respectively. Hotel in Cardiff and Edinburgh have also been booked and invitations to the first event were sent out 2/3 weeks ago.

HPC is aiming for an audience of 100 guests in Cardiff and so far 54 people have replied saying yes. Just over 400 invitations were sent out.

Complaints have been received from Northern Ireland regarding the lack of communication about the postponement of the November event. It was decided that Chris should draft a letter to Patricia Blackburn in Northern Ireland stating that HPC will

use her organization as the future channel for all NI communications unless she instructs us otherwise. Norma will sign the letter.

Ann asked for feedback from Chris about the document Newchurch had sent through showing feedback from the Consultation. It was agreed that they should use some of the comments to help formulate future brochures and communications strategy.

#### ITEM 5 **BROCHURES**

Rachel produced several versions of the brochures that HPC will use to communicate and publish its processes and rules come next year. The Committee agreed that the styling was good and should be used across Council. It was agreed to present a paper to Council recommending they adopt the brochures Rachel has produced as a template.

It was asked if each Council member could be given mock copies of every brochure. Chris said he would look into this and get them published dependent on cost.

Marc suggested we should commission a photographer to get specific AHP photographs for the brochure and Shaheen asked of the statement that they are available in other languages, could be made in other languages.

It was agreed that brochures for consumption by the general public would be put before the committee in February for comment. Professional definitions would also be asked for from the Plain English Society so we avoid the problems that were encountered last time.

#### ITEM 6 **STANDING ORDERS**

The committee agreed the Standing Orders should now be put forward for adoption by Council at the December meeting. (See Annex 1)

#### ITEM 7 **ISSUES MANAGEMENT**

The committee was not quorate for this section. Chris presented a paper on the future strategy for issue management which was produced in conjunction with Good Relations. The committee accepted these recommendations and asked that specific crisis management plans be included in our overall communications strategy for next year.

#### ITEM 8 **ANY OTHER BUSINESS**

Jo Manning has asked if she could become a member of the committee. It was agreed that she could and Anne will inform her of the decision.

#### ITEM 9 **DATE AND TIME OF NEXT MEETING**

The next meeting of the Communications Committee will take place at Park House on Tuesday 18<sup>th</sup> February 2003 between 1100-1500.

