




Confidential Minutes


Meeting Title:	Business Development Sub Committee		
Date:	2 nd May 2018	Time:	11 a.m.
Membership:	Heather Brewster, Melanie Fordham, Bee Davidson, Brian Wilson, Carol Gaskarth (Chair), Nigel Brough, Lynsey Todd, Alicia Clovis-Mothalib		
Attending:	Kath Ferry (notes)		
Apologies:	Melanie Fordham		

Item	Notes/Actions	Lead
1	Welcome and introduction	
2	Apologies for absence As noted above. Comments have been received from Melanie and Carol will feed this into the meeting.	
3	Vlog – Therapies and Treatments The vlog was unfortunately not available due to technical problems. The link to access the vlog is https://www.youtube.com/watch?v=xV79_RuaZOw Carol said that the vlogs are quite labour intensive in terms of resource and she felt that we may need to move to live streaming or recording on mobile phones in the future rather than a video camera. Action: To consider in Marketing action plan and project development plans.	ACM NB
4	Alicia Clovis-Mothalib – Business Development and Fundraising Lead introduction Carol explained that Alicia's job title had been changed. When the structure came to Board the role job title had been Bid Writer & Fundraising Lead. This has now changed to Business Development & Fundraising Lead which will sit better in external environments, the role also now incorporates PCP's media apprentices. Alicia tabled a copy of the draft fundraising and income generation strategy (attached) and advised that this would be referred to within her presentation (attached). Questions on the presentation could be raised in the meeting or emailed separately to her at Alicia.clovismothalib@pcp.uk.net . Website – Information on the website is very good but the format is outdated and changes need to be made. PCP's Media Apprentices can work on this but we are also considering bringing in outside expertise. Many charities focus on only one area, we do not so it is important that we have our branding right to ensure everyone knows what we do and that we are a charity. The website, Twitter and Facebook are also important in that funders will check these when considering us for grants etc.	 Business Development  Fundraising Strategy In

	<p>Action: Website refresh to be included in marketing plans</p> <p>Brian queried any changes in branding for PCP. He had been involved with another organisation where re-branding had cost £280k and did not wish this to happen with PCP. Alicia explained that there was no suggestion of totally re-branding. Our approach will be on how PCP is promoted and how to add to existing branding to ensure people are aware of what we are. Our charitable status is not widely known and this needs to be reinforced.</p> <p>Carol confirmed that we would not be re-branding and would be retaining the logo and Queens Award crown. What we need to look at is how we use our branding to promote PCP as a local charity.</p> <p>In terms of the strategy, this is a working document as well as a strategy. There is a fundamental shift from focusing purely on tenders and contracts, which we will still consider and bid for, but it is important to raise our profile as a charity and look at grants and other fundraising opportunities.</p> <p>Heather advised that at a meeting of Great Aycliffe Community Aid Partnership (GACAP) they discussed that Durham University have a number of staff hours which they must donate free. One of the jobs the University have been doing for GACAP involves work on their website and Heather wondered if this was something that PCP could take advantage of. Carol agreed that it may be worthwhile contacting the university to see if we can use their staff.</p> <p>Action: Alicia to pursue.</p> <p>Alicia was thanked for giving the presentation.</p>	<p>SR</p> <p>ACM</p>
5	<p>Minutes of the meeting held 31st January 2018</p> <p>The minutes of the previous meeting were reviewed for accuracy and matters arising (except where covered in the agenda). All actions complete except where noted.</p> <p>P2 – Music Therapy - Carol advised that a dedicated music therapy centre has opened in Newcastle and there may be some future opportunities with this. There is no funding currently available for PCP to be involved in music therapy but it will be kept on the agenda.</p> <p>P3 – GDPR training session – This was held on 1st May.</p> <p>P3 – Recruitment – There have been some changes to that reported in the minutes. The presentation from Alicia (see agenda item 3) shows staff in place.</p> <p>P4 – Funding & Development Report – Reports have been to Board. As we progress though the quarter these will look slightly different but will be more efficient.</p> <p>The minutes were approved as a true record of the meeting.</p>	

	<p>Please also see the attached presentation which covers the following agenda items:</p> <ul style="list-style-type: none"> 5i Community Computer Suite 5iii Cancer Awareness 6i Publicity & PR 6iii Western Area Community Development 8i Together 21 	 CG presentati
6	<p>Matters Arising</p> <ul style="list-style-type: none"> i. Community Computer Suite – PCP’s previous computer room was removed as there was a lot of provision elsewhere at the time. This has now mostly gone and we were successful in gaining GAMP funding to locate a community computer room at the Centre. This will operate from the Ritson room which has been divided. BBO provision will be delivered from the Centre and they will use the room. Bee asked if the provision would be a drop in. Lynsey confirmed that there would be drop in provision, although there would need to be a structured process of opening times. Bishop Auckland College are also going to deliver specific sessions from the suite. Initial thoughts were that we could have a pop-up computer suite but it has now been realised that sessions need to be set over the 6 days the Centre is open. We had also thought to use the whole of the Ritson room but the Centre is very tight for available space and this was not practical. Longer term we will look at increasing the usage and available space but initially wanted to get the facility up and running. Carol said that in the future the room could possibly be made more informal with settees and the opportunity for people to bring their own laptops. Clients can bring in their own USBs but we have provided equipment to use in the room. Bee said that the facility would be very useful in terms of Universal Credit which requires an on-line presence and she suggested that CAB be advised that the suite was available. Action: Lynsey to liaise with CAB locally. ii. Music Therapy – see item 4 iii. Cancer Awareness – Some resource has been secured through the Northern Cancer Alliance and Public Health to employ 2 Cancer Awareness workers. Unfortunately one of these members of staff is leaving and we will need to re-recruit. A meeting has been held to mobilise the service which will focus on lung and bowel cancer in the main but does not preclude other cancers. Some of the work done will be to encourage survivors to be champions and volunteers. iv. Engagement Team – There is still no progress in terms of the Engagement Team. This would potentially involve 3 members of staff moving to PCP but it is not clear whether this will happen. 	LT

	<p>v. NHS Community Contract – County Durham Foundation Trust (CDDFT) have won the tender to deliver community services across Durham and Darlington. Further information on what this may mean for PCP to be shared once known. Community Services include podiatry, community nurses etc. but also covers Care Closer to Home and redesigning hospital admissions. PCP were part of the CDDFT proposals, together with other voluntary sector organisations, and there will be opportunities for us to work with them. The contract is very large and any work with the voluntary sector will not take place for some time as the FT need to re-shape their services first.</p>	
7	<p>Western Area Developments</p> <ul style="list-style-type: none"> i. Publicity & PR ii. Development Trust iii. Community Development Work <p>Carol explain that there had been some negative press but assured the group that PCP have only been mentioned once in the publicity and this was in terms of supporting the consultation not in any negative way. There is a groundswell of concern about potential redevelopment of the western area and the decision to go for Option 3 is causing a significant amount of upset and unhelpful social media activity. PCP is in touch with livin on a regular basis and have met with Sedgefield MP Phil Wilson about this.</p> <p>The press has been quite biased, and upsetting local residents; people are directing this unhappiness and disquiet at livin.</p> <p>Bee asked how many people are affected by the development. Carol advised that there are 495 households. The main concern seems to be coming from homeowners as opposed to those who are tenants. Livin's is choosing to hold 1:1 discussions with people in their homes rather than having a public meeting. The tone seems to have changed in the past few days in terms of the media site that livin host, people are asking for appointments.</p> <p>Heather said that one positive is that the western area residents association has been re-invigorated. Attendance had dropped off but is now increasing.</p> <p>Carol Briggs asked if Silverdale due to be demolished in the plan. Carol confirmed it was, but this would be some years away if the master plan is approved and they secure the funding.</p> <p>The community were clear that they wanted something in the area. They want a village feel and a mini PCP, somewhere they can meet, potentially see their doctor, attend employability courses etc. They wanted outside space, allotments and play areas.</p> <p>We are currently looking at a proposal and bid to have a development trust set up there. This would potentially be a spin-off from PCP and we</p>	

	<p>are looking at a possible lottery bid. We need some time to work with the community about what they might want.</p> <p>External funding will be sought to run activities in addition to what we can provide. Our involvement will be community development focus, not housing focus.</p> <p>Carol B asked if residents to be given a guarantee they will still be living in that area? Carol said they would be if this is what they wanted. Livin are looking at setting up a residents charter separately which will state what is wanted by the residents i.e. they will be able live there.</p> <p>Heather asked if this is something that can potentially be rolled out in other areas of Newton Aycliffe? Carol agreed it was, and potentially round the County.</p>	
8	<p>Funding & Development Report final report For information – no issues to discuss.</p>	
9	<p>Fundraising Strategy See presentation and hand out (Item 3)</p>	
10	<p>Business Development Update</p> <ul style="list-style-type: none"> i. Together 21- The Development Worker appointed will be working very closely with Alicia’s team around fundraising. ii. Wellbeing for Life – Carol tabled the structure for Wellbeing for Life (Key: Blue NHS Trust staff; Purple PCP staff). She advised that there had been a couple of changes to the structure distributed but these were not significant. The boxes are Whole Time Equivalent (WTE) but most of our staff are part time. All PCP staff have been slotted into posts and we are carrying some vacancies, in the main these are Facilitator and Practitioner. Practitioner is the new job title for Health Trainers. The Area Co-ordinator job title has been changed to Area Lead. <p>In addition, 2 Cancer Awareness workers, 2 Joining the Dots workers and an administrator will to be included on the structure.</p> <p>Heather asked what the geographical coverage of the areas was. Carol explained that the South is generally the traditional South West Durham area (Sedgefield, Wear Valley, Teesdale); East is the old East Durham Corridor, including the Trimdons; North is Consett, Chester le Street and mid Durham. Areas are generally aligned with AAPs and with North Durham and DDES CCGs.</p> <ul style="list-style-type: none"> iii. Joining the Dots – Carol went through a presentation from Macmillan Joining the Dots. Macmillan have funded 6 cancer awareness worker posts across the county, and admin support. PCP will have 2 of these posts and 0.5 administration, linked with the Wellbeing for Life Service. 	 Joining Dots.p

	<p>We are one of the 5 pilot sites but are quite different from the others and are most closely aligned to the Glasgow Model. At some point Nigel and Carol will visit to look at how this works.</p> <p>The service is for people who have been diagnosed and also for carers. Joining the Dots workers are there to support people through the journey after diagnosis.</p> <p>Bee asked how connections are made after diagnosis. Nigel explained that it was mainly through GPs, there are Cancer Champions based in GP surgeries across the county.</p> <p>iv. Gardening – The garden is included in the action plan shown in Alicia’s presentation. The team have been working hard on a plan for improvement. The strategy for the garden has been short term but Lynsey advised that a 2 year strategy would be developed Action: Lynsey to present at a future meeting.</p>	
11	<p>Any Other Business There was no other business to discuss.</p>	
12	<p>Future meeting dates Wednesday 1st August 2018 Wednesday 31st October 2018 Wednesday 4th February 2019 All meetings 11 a.m. – 1 p.m.</p>	