

Posture & Mobility Group Publications & Marketing Sub-committee

Meeting of 19th October 2010

Otto Bock Healthcare,

32 Parsonage Road, Englefield Green, Egham, Surrey, TW20 0LD

Present: Jane Chantry (JC) – chair
Barend ter Haar (BtH)
Joanne McConnell (JMcC)
Carolyn Nichols (CN) -editor
Fiona Walker (FW)
Minutes: Olwen Ellis (OE)
Apologies: Julianna Arva (JA) – failed to get good connection via teleconference
Geoff Harbach (GH)

1. **Minutes from previous meeting:** minutes of meeting of 12th August 2010 agreed.

2. **Matters arising not covered on agenda**

2.A

- BtH feels that as an ordinary member of PMG he still doesn't know enough about what is going on, despite receiving ebulletins through the new software system now being used. Suggest that PaM provides summary reports using the ebulletins to distribute these to members. JC to take to Executive Cttee in December.

JC

- JC and OE informed the group that SIGs have been dropped, as it was felt that Posture 24 already provides a relevant forum, and PMG hope to establish a formal link with Posture 24.

2.2iv) OE not yet done the task of sending membership details to BHTA dealers (see below re plans for membership drive)

OE

5i) 2010 Proceedings have been advertised via ebulletins. One been sold so far.

5ii) OE reported that Paul Hewett has provided separate log-in details for BSRM and SPMN members to access Glasgow webcasts. BtH advised the group of the meeting on December 3rd 2010 when Glasgow conference business will be wound up.

5iii) JC to follow up the action to discuss CPD potential of webcasts with Jo Jex, chair of PMG Education & Training sub-cttee.

JC

3. **Feedback from Executive Committee**

CN reported back on the recent PMG executive committee:

i) PMG to focus on 3 key areas –

- **NTE**
- **Membership drive**
- **Website**

ii) **Linda Marks** has been appointed external adviser to the Executive Committee. CN feels that perhaps a legal adviser is needed to help with difficult issues like obligations and liabilities of trustees.

BtH recommended using NBJ (BHTA insurers) if problems finding appropriate insurance cover.

iii) **Direct Debit:** Rakesh Shukla (RS), the new treasurer, has been actioned to look into setting up Direct Debit payments for membership subs. Henry Lumley had resisted this on cost grounds. PaM wishes to encourage Direct Debit in terms of retaining membership numbers. BtH offered to help RS with this.

iv) **Book Tokens:** BtH requested that NTE sub-cttee think about how the book tokens are processed, and recommended that the Warwick bookshop hire a stand at the

exhibition in order for PMG to recoup some of its outlay on the scheme; it would also help monitor purchases. JC/OE to ask NTE team to consider this idea.

JC/OE

v) **Membership Drive:** Executive Committee approved spending on advertising space in professional publications rather than getting embroiled in the contentious issues surrounding data protection and unsolicited mailings. JC to raise this at executive committee again, as such advertising may not be the best way to target the money.

JC

BtH suggested producing a postcard with a cartoon for mailing. OE to request Leckey's mailing list, and JMcC could perhaps contribute Otto Bock's; these to be added to the list used to promote the Glasgow conference. JC to design the cartoon surround with appropriate wording. Suggestion of contacting David Russell at THHS magazine to see if he would interview PMG rather than charge for an ad.

JC

4. Journal 27/2

i) Advice sought on bursar report by Victor Edwards. Agreed that he should be asked if some of his text could be used for advertising the bursaries rather than the report being published in the journal. Agreed.

OE

ii) OE to request more recent material from Mark Oaten on the effects of the Spending Review on the sector.

OE

iii) JMcC offered to write on her recent attendance at Rehacare in Düsseldorf.

JMcC

iv) CN and OE concerned that the articles being published don't reflect the working title.

v) **Theme for 28:1 – Young Adults?** Jo Jex to be approached to write something about Ingfield Manor. Also ask JA for ideas. * See addendum

CN/OE

vi) Agreed to discuss style and colour at next meeting. Keep references style the same for this coming issue.

CN/OE

vii) CN working on permissions document and will email it to the group for consultation.

CN

viii) OE to invoice the ad from Tendercare.

OE

5. Next meeting

February 9th 2011 in Birmingham. OE to check availability of RWTS and Otto Bock Midlands HQ.

OE

Time tbc

* Addendum from CN

We had been planning to ask for articles related to young adults, including transition and service provision, but I was then concerned that, although this is an area that I and many of the PaM committee members are interested in, it might possibly not be of interest to the majority of members, and that we should invite articles about quite a different area. We have therefore asked for articles relating to the active user -

- service provision – assessment, supply criteria, set-up of chairs, training of users
- health, fitness and injuries of active users
- wheelchair sports, even chairs and training for the upcoming Olympics!