

Held on Wednesday, 1st July 2009, at 12.30pm in the
Nightingale Room, South Plaza

Minutes

Present:

Jackie Beavington (Chair) (JB)
Lesley Welch (LW)
Emily Moreton (EM)
Katie Porter (KP)
Amy Pearson (AP)
Margaret Butt (MB)
Carol Metters (CM)
Leigh Foster (LF)
Katherine Burgess (KB) Only for Agenda item 2
Eszter Kormendi (note taker) (EK)

Apologies: Dave McCallum (DM)

1 Updates

Alcohol update – setting up a network for a two monthly lunch time event with representatives of alcohol and domestic violence agencies as well as probation workers. The event should take place every two months, last for 1.5hrs – 30 mins – alcohol issues, 30 mins – domestic violence issues, 30 mins – discussion. No lunch will be organised, participants will have to bring their own lunch.

The invite for this event will be sent out soon. Public Health budget will cover any necessary costs. Venue will be South Plaza or Council House, room to fit about 25-30 people.

ACTION: AP to send email addresses of alcohol and domestic violence agencies to EM

Domestic Violence training – successfully completed for all alcohol agencies; alcohol training for domestic violence agencies to be arranged

ACTION: KP to meet with EM to discuss arranging the alcohol training

Parenting leaflet – AP informed the meeting that she is trying to produce a leaflet to give some tips to children about how to deal with domestic abuse. AP presented the group with an American leaflet called Helping Children Thrive and explained she had already sent it out to various agencies for feedback – the leaflet

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is very good contents-wise but Americanised. AP then developed her own contents which the agencies have seen – some further developments are needed. AP will email the next draft to the group for comments and feedback. There will only be printing costs which will be covered from in house budgets.

ACTION: AP to send next draft of leaflet to the group

Parenting Report – middle of back page – referring people to places that can help; abusive vs. non abusive behaviour. The document is aimed at women.

ACTION – AP to redraft it and send out to group for comments

2 **‘Using the Media Including New Media’ by Katherine Burgess – Brandon Hill Communications (PR consultancy for Safer Bristol)**

KB’s presentation was about the ways new media can fit into media and what areas they can be used in. The face of the media is changing with the appearance of new ways of communicating with the public; it is often difficult to measure the effect of communication.

Broadcasting: ITV and BBC local news are still important; ITV West Country Tonight has an average of 150,000 viewers every weekday and BBC Points West about 300,000 viewers. The BBC Points West news items can be very Bristol orientated.

Radio: Heart (former GWR) is now a national radio station with very specific local news.

Press: the regional newspapers have changed; the number of advertisements and circulation dropped; fewer reporters; they often use news items as they are without a lot of editing, shortening.

Social networking: texting, internet – millions use them

Facebook, Twitter, LinkedIn – these are all social networking sites. LinkedIn generally can serve two purposes – businesses and networking; 40 million people use it; average age is 43 and average annual income of the members is 85k.

Twitter – it is used as a micro-blogging site; you can create your own profile using 140 characters; 100 million people use it; there are active and passive users; serves business and social purposes; newsfeed of chosen topics can come in to your computer. Discussions about each topic cannot be controlled, not even by the owner of the topic; you have to be quick to reply and keep on top of the discussion.

A Domestic Violence Bristol page could be created on Twitter – the target audience could be like-minded professionals who try to work on reducing domestic violence.

Facebook has 200 million users. Support services could advertise themselves on it.

Probably the best option for the group would be Twitter – newsfeed about forthcoming events, conferences and advice

Editorial page in the Evening Post – can be used via Brandon Hill Communications

3 Crimestoppers Campaign

Carry forth to next meeting.

4 Young people's work – Knowle West Media Centre

AP explained that there was a workshop on 30th June 2009 at Knowle West for young people with learning difficulties. It was a very successful event. A series of posters will be produced; poetry book to be put together and read out at the Domestic Violence Conference. AP and MB reported a very successful day; teachers were present as well, the children were very enthusiastic and supportive towards each other. The day will be followed up for the children with their teachers and support workers. Teachers were informed about further support available. The trainers had to make it clear what is meant by domestic abuse, living in a house with abuse going on. Next step could be using art therapy with young people.

5 Domestic Violence Conference update

The conference will take place at the Engineers House in Clifton. Aims: working out ways of preventing domestic violence, calling for a cultural change, re-educating adults – no tolerance

Confirmed attendees so far:

- Barbara Janke, Chair of the conference, BCC
- Jon House, Deputy Chief Executive, BCC
- Marianne Hester
- Robin Balbernie
- John Carnighan – deputy attending
- Gene Feder
- Davina James-Hanman, Home Office

The panel for discussion will consist of: Deborah Evans, Annie Hudson, John Savage, John Long.

7 Any other business

Communications strategy – key messages in Appendix B – to be signed off with work to be continued on Appendix B. Strategy Group meeting in September.

8 Date of next meeting - 2nd September 2009, 9.30-11.30am, South Plaza