

KENT LINK Bulletin

Supported by Kent & Medway Networks

Issue 3

22 September 2008



1. Further update on progress in setting up a Kent LINK

1. **Handover from KCC and transitional LINK – COMPLETE.**
2. **Kent & Medway Networks Ltd (KMN) Infrastructure** – all support staff will be in post by 10 October 2008 when they will undergo their induction and start to get to know their area and introduce themselves to relevant people and groups. All systems / communications are in place.
3. **LINK Public relations (PR): publicity / awareness** – a draft PR strategy and pack, leaflet and poster have been produced ready for the new Governance* Hub to come on board (see later). The formal launch of the Kent LINK is now likely to be in December 2008.
4. **LINK membership / participation** – dependent upon the public launch. In the meantime, numbers of people interested in the LINK are growing and details being added to our database. The process of identifying people's interests in health and social care; their level of prospective involvement and the formation of interest groups and a structure within which people can become involved has started. We anticipate that people will be able to participate at whatever level they feel comfortable. This will range from being:
 - a. Passive recipients of information, eg the Kent LINK's Newsletter
 - b. Joining an interest group to receive information about service developments / consultation around their particular area of interest
 - c. Joining in discussions on the LINK's website blogs
 - d. Participating in surveys / opinion polls around their subject area
 - e. Attending a local LINK event and influencing the LINK work programme
 - f. Becoming part of a panel of 'authorised representatives' to carry out monitoring type visits in accordance with the LINK's work programme
 - g. Becoming a 'mystery shopper' as part of a LINK project, eg visiting a care home
 - h. Joining a LINK focus group / reference group on a topic with which they have registered an interest
 - i. Representing the LINK on a committee / working group of a health or social care agency
 - j. Etc, etc, etc

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5. **LINK governance*** – good progress is being made on the first draft of a governance framework with the intention that it is available for the new Governance Hub in October – see later.
6. **LINK communications / information** – a draft communications / information strategy is in production to be ready for the new Governance Hub (see later). To date three bulletins providing updates have been sent to all those interested in the Kent LINK.
7. **LINK web site** – the specification has been agreed and the design work commenced. Trialling will be undertaken when the Governance Hub is on board with the aim of the web site being launched at the same time as the LINK.
8. **LINK / Host working agreement** – for the time being KMN's operational plan for the set up phase is being utilised as this details all the activities that KMN is undertaking to establish the LINK in Kent.
9. **LINK work programme** – whilst KMN is undertaking activity to set up the Kent LINK there is no activity due for the LINK itself until after the public launch where it is the intention that a wider population will be able to contribute to the LINK's identified priorities.
10. **LINK / external bodies** – formal relationships / partnerships – whilst KMN holds a great deal of information already, this activity will commence in earnest when the LINK Development Workers are in post in October.
11. **Community engagement** – the main activity identified here is to hold three community engagement events to introduce the new LINK, raise awareness, seek further interest / participants and start to develop the LINK's work programme. These are likely to be in December 2008. In the meantime, KMN is making contact with various groups in the community / voluntary sector, eg giving talks and setting up exhibition stands.
12. **Governance Hub*** – The proposal to form a Governance Hub for the Kent LINK was agreed by the Project Board at their meeting on 29 July 2008 and by the LINK Transitional Group meeting on 5 August 2008. The Transitional Group also agreed that they had achieved their key objectives and so it was disbanded. The activities to form the Hub are proceeding as follows:

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a Local Involvement Network

Number	Activity	Comment
1	Advertise for expressions of interest	Adverts were placed in local papers and emails sent to all contacts that may have an interest in the LINK. Closing date for registering interest is 12 September 2008.
2	Despatch information pack <ul style="list-style-type: none">o Background informationo Terms of referenceo Roles and responsibilitieso Application form	To date 27 people from across Kent have expressed an interest. Information packs will be sent to them on 12 / 15 September 2008.
3	Application to be a Member of the Governance Hub	Closing date – 22 September 2008.
4	Short-listing applicants	<p>Planned for week commencing 22 September 2008 (immediately following the closing date and subject to availability of panel). The proposed panel is:</p> <ul style="list-style-type: none">o A Member of the Project Board – we are contacting the new Portfolio Holder, Alan Marsh, seeking a nominationo A Member of the former Transitional Groupo A representative of the community / voluntary sectoro Jessie Cunnett – external consultant who will act as an independent assessor / adviser (this is utilising the remainder of her time under the earlier KCC contract). <p>Notes:</p> <p>KMN will provide the administrative and organisational support for the process.</p> <p>KMN will not take part in any of the selection, interview and decision making processes.</p> <p>Those who have expressed an interest in the Governance Hub will not take part in the selection, interview and decision making</p>

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		processes.
5	Interviews	Planned for week commencing 29 September 2008 (subject to availability of panel). The proposed panel is the same as the selection panel above.
6	Notifications to applicants	By 1 October 2008.
7	Induction session for new Governance Hub Members	Week commencing 13 October 2008
8	First meeting of the Governance Hub when they will agree the Hub's terms of reference and roles and responsibilities	Week commencing 20 October 2008.

* What is Governance?

Governance is the process of overseeing an organisation. It is about having overall responsibility. This involves ensuring that an organisation's work contributes to its mission and purpose and its resources are used wisely and effectively.

2. New & Redesigned NHS Healthcare facilities for Whitstable

See attached flyer for an open meeting to be held this Wednesday, starting at 7.00pm at the:

United Reformed Church,
Middle Wall
Whitstable, CT5 1BW

3. New Logo

In preparation for the LINK's new website we have had to commission some tidying up work on the existing logo which wasn't up to standard in terms of the sharpness / clarity required for computer graphics. Below are the results. We quite like the speech bubble because of its clarity and the implication that the LINK is about communication, ie speech bubble. We had also received comments that the previous logo, whilst conveying the LINK theme, didn't have enough links in which to fit all the letters and caused some confusion as to what a "LIN" was!



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