

**Greenspace Groups Forum
Minutes 02**

Meeting held 25/2/14

Present: Pete Turnbull (Barley Cop Woods), Simon Lewis (Happy Mount Park), Rita Gerard (Poulton the Sands & Morecambe Cemeteries), Simon Gershon (Lancaster Green Spaces), Ian Proctor (Fairfield Association)

Apologies: Hilary Smith, Helen Ryan, Lucia Marquart, Viv Preece, Joy Warren

Theme for this meeting was 'Communication'

After introductions, we categorised and listed the different forms of communication. We made the distinction between one-way and two-way methods and different media.

One-way communication

Paper

leaflets on site
letterbox mailings
workplace mailings
leaflet scouts, schools
Newspaper article
Parish newsletter
Supermarkets
Staff newsletters
Local library

Electronic

twitter
email newsletter
static website
Freegle events
Swapshop
CVS bulletin
Virtual Lancaster
Community Beat
City council website
Yahoo group

Other

Site noticeboard
Other noticeboards
Site posters
Posters other places
Radio interview
give a talk
Calendars
Bookmarks
Banners
Bracelets
Promotional items
Cars
Bicycles

Two-way communication

Paper

Face-to-face surveys
paper surveys

Electronic

On-line survey
Facebook
blogs
Doodlepoll
File sharing
Texting

Other

telephone calls
telephone survey
user groups
practical activities
community events
social events
wildlife events
committee meetings
public meeting
market stall
stop and talk to people
School involvement
Forest School activities
Volunteers dinner
Historical societies
Wildlife societies
Bee keepers

We then looked at the different sectors:

- Greenspace users and Potential volunteers

- Current volunteers
- Group committee
- Landowner and other relevant organisations

There are lots of combinations of these, we can distinguish between communicating within the group, and reaching a wider audience

Pete noted that we need to be clear about what we want to achieve, not just what we want to say. And we need to use a range of media in order to reach most people

We recognised that running events and getting different groups to use the green space is a form of communication. Getting young people appreciating and incorporating it in their lives is especially valuable.

Facebook is essential – you should connect with other organisations as well as individuals. List is more appropriate than Page

Difficult to deal with City Council as they have different concerns. We need to determine who's insurance we are working under.

The next Forum meeting will be at St Barnabas Church, Regent Road, Morecambe. 7.30pm with a theme of 'volunteers'

The one after that will be Mon May 12th, with a theme of 'Finance'. Venue TBC - Rita is looking for a suitable venue in Heysham