

**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.

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**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 12<sup>th</sup>, with a theme of 'Finance'.  
Venue TBC - Rita is looking for a suitable venue in Heysham**