



Independent Monitoring Boards Secretariat  
HM Prisons & Immigration Removal Centres  
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**DC20/04**  
**IMM 18/04**

**To: all Board Members**

August 2004

Dear Board Member

**INVITATION TO ATTEND A COMMUNICATIONS REVIEW WORKSHOP: *IDENTITY, RECRUITMENT AND RETENTION***

I am writing to ask if you would like to participate in a workshop in October about a communications strategy and communications materials for IMBs, which is being run on our behalf by COI Communications.

As you may have read in *IMB News* (pages 5,7 & 17), we are currently undergoing a full strategic review of our communications material and COI Communications ([www.coi.gov.uk](http://www.coi.gov.uk)) has been appointed to carry out this review.

As a relatively 'new' organisation, it is important that the IMB develops a clear and comprehensible identity and a plan for communicating it. This is necessary for a number of reasons:

- To establish a corporate identity and image for IMB
- To raise our profile
- To attract and recruit new members
- To retain current members and reduce turnover
- To diversify the membership of Boards

In order to complete the project, COI Communications would like to speak to as many Board members as possible to obtain your views about the IMB's identity and the effectiveness of our communications strategy and materials (such as posters, leaflets, the appointments pack *and* *IMB News*). Pat Johnstone and Jillian Cameron from COI will be attending this year's annual conference at Keele and hope to speak to as many delegates as possible during the event. In addition to this, they will also be holding two

separate workshops for Board members who would like to participate but were unable to attend the conference. The workshops are as follows:

**London** (Ashley House). Tuesday 12 October 12:00 – 15:00 (lunch included)

**Manchester** (HMP Manchester Training Suite). Wednesday 13 October 12:00 – 15:00 (lunch included)

Please note that there are only 15 places available on each workshop and places will be offered on a 'first come first served' basis, although priority will be given to Board members who are not attending this year's annual conference. We must also try to ensure that all types of prison and IRC establishment are represented on each workshop. Every Board member who volunteers to attend a workshop but is not offered a place will be sent a questionnaire about the communications review that they may complete and return directly to COI Communications.

This is your opportunity to have a direct impact on the planning of our communications strategy and communications materials in the future. If you would like to attend a workshop, please let me know **by Monday 6 September** at the latest. A form is enclosed for you to fax or post back to me.

Yours sincerely

Janet Goddard  
**Communications Officer**  
**IMB Secretariat**

**IMB COMMUNICATIONS REVIEW: *IDENTITY, RECRUITMENT AND RETENTION***

I would like to attend a workshop at [please delete]:

**LONDON** – TUESDAY 12th OCTOBER 12:00 – 15:00 **or**

**MANCHESTER** – WED 13th OCTOBER 12:00 – 15:00

Name:	
Prison:	
Chair/ Vice Chair/ Member?	
Address for Correspondence:	
Telephone Number:	
Email:	
Special requirements for lunch, any additional information	
Signature & Date	

**PLEASE RETURN THIS FORM TO JANET GODDARD**

**FAX: 020 7035 2250**

**TEL: 020 7035 2267**

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