

Working in Partnership Allerdale

Minutes of the 1st meeting of the Allerdale Working Group

Held at MS Teams
On 28th January 2021
Commencing at 09:30 AM

PRESENT:

Jocelyn Manners-Armstrong (JMA)	Independent Chair
Naomi Diamond (ND)	Independent Facilitator
Andy Ross (AR)	Genr8 North Ltd (IP)
Marion Fitzgerald (MF)	Allerdale Borough Council, Executive Member
Richard Griffin (RG)	Allerdale Borough Council
Eva Chua (EC)	RWM Community Engagement Manager (CEM)
Nichola Nelson-Jones (NNJ)	RWM Community Coordinator

IN ATTENDANCE:

Matthew Pixton (MP)	RWM Siting Manager
Mike Brophy (MB)	RWM Head of Community Engagement
Jennifer Griffiths (JG)	RWM Senior Business Intelligence & Service Development Manager
Mark Shaoul (MS)	RWM Head of Contact Management
Craig Taylor (CT)	RWM Senior Communications and Stakeholder Relations Advisor
Justin Chamberlain (JC)	RWM Head of Campaigns
Steve Wilkinson (SW)	RWM Project Manager
Duncan Flint (DF)	RWM Media Manager (Group Comms Lead)
Jordan Pugh (JP)	Arvato, Contact Centre (meeting minutes taker)
Lucy Edwards (LE)	Arvato, Contact Centre (meeting minutes taker)

1. AGENDA ITEM 1 – WELCOME AND INTRODUCTIONS

- 1.1. The Community Engagement Manager (CEM) formally welcomed the Working Group members.
- 1.2. The CEM introduced members of the core support team.

2. AGENDA ITEM 2 – APOLOGIES

- 2.1. The CEM noted that apologies were received from Annabelle Lillycrop, Community Engagement Manager; Bruce Cairn, Chief Policy Officer; Steve Reece, Acting Siting and Engagement Director. These were accepted

3. **AGENDA ITEM 3 – DECLARATIONS OF INTEREST**

3.1. No Declarations of Interest were made.

4. **AGENDA ITEM 4 - ACTION FROM PREVIOUS MEETINGS NOT COVERED BY AGENDA**

- 4.1. Previous Agenda Item 1 – **Set up Independent Working Group Chair with NDA PC / IT communications** – complete (a few minor issues to be resolved)
- 4.2. Previous Agenda Item 2 – **Identify 6-10 stakeholders to begin 1-to-1 engagement with meetings** – In progress.
- 4.3. Previous Agenda Item 3 – **Environment Agency and Cumbria Association of Local Councils (CALC) introductions to the Group** - Letter from the Environment Agency received offering introductory meeting. Action Chair to contact CALC
- 4.4. Previous Agenda Item 4 – **Virtual Exhibition update** – filming and content creation for Allerdale in progress.

ITEMS FOR DECISION

5. **AGENDA ITEM 5 – RECORD APPOINTMENT OF CHAIR**

5.1. CEM formally welcomed Jocelyn Manners-Armstrong and the members approved her appointment as Independent Chair.

Jocelyn Manners-Armstrong took the Chair.

6. **AGENDA ITEM 6 – TERMS OF REFERENCE**

6.1. RWM legal advisers have suggested amendments to the Communications Protocol and Registration of Interest appendices.

Action - Chair and CEM to discuss these with RWM and include finalisation of Terms of Reference as a priority agenda item at the next meeting.

7. **AGENDA ITEM 7 – WORKING METHODS AND STRUCTURE**

7.1. The Chair proposed a lead for each Workstream. The Facilitator is already acting as the lead for Workstream 1. The Chair nominated the Interested Party (IP) as the lead for Workstream 2 – IP accepted the nomination, and this was approved by the members.

7.2. A lead for workstream 3 will be discussed at a future meeting. The Facilitator agreed to do some scoping work ahead of this meeting.

Action - CEM to circulate the RWM Community Guidance document to aid this scoping discussion.

7.3. The Chair proposed the last Wednesday of the month to Working Group meetings, and every other Wednesday to Workstream meetings. This was agreed.

7.4. Chair and WG members agreed that they will need ongoing support from an RWM Project Manager.

Action: CEM to consider candidates for the role.

7.5. The proposed method of working was agreed. Target date for this to be in place was agreed as the end of March.

7.6. The Chair reminded members that minutes will be in the public domain and could be subject to Freedom of Information requests.

Action - Comms Lead to introduce the RWM FOI Manager to inform the group of general matters surrounding this topic.

7.7. The Chair explained that any documents generated by the Workstream meetings will be considered 'Work in Progress' until they are presented to the Working Group, at which time they would become a public document.

Action: Comms Lead to liaise with CEM to adopt a consistent method of handling FOI requests. Comms Lead to add the resulting information to the Terms of Reference.

7.8. The Facilitator noted that the current address of the Working Group is in Harwell, and that they have no dedicated address. Comms Lead confirmed that a freepost and dedicated address are being implemented.

7.9. The Chair requested views on the involvement of CALC in the Working Group. It was agreed that the Chair should have a conversation with the CALC Liaison Officer to discuss what role CALC could play in the Working Group.

Action: CEM to set up a meeting between The Chair, Allerdale Borough Council member and CALC representative, to determine the type of role CALC could play on the Working Group. A decision on the involvement of CALC to be made at the next meeting.

ITEMS FOR INFORMATION

8. AGENDA ITEM 8 – COMMUNICATIONS REPORT

8.1. Communications Update – Overview:

- Initial media training & rehearsal complete
- Group and website (plus 3 Social Media channels) launched.
- Relatively low levels of positive / balanced media attention following launch.

8.2. Main presentation discussion points:

- Media coverage to date – 39 individual items (30 positive, 6 balanced/neutral, 3 negative).
- Comms Lead confirmed he is Group point of contact re website content, functionality, and three social media channels.
- 2-3 posts per week shared across the shared channels.
- The Comms Lead will raise potential areas of focus and seek direction from Working Group members on the above points.

8.3. Post-presentation comments:

- Comms Lead confirmed to members that any media requests should be directed to himself prior to any further engagement with the journalist.

9. **Change to Agenda agreed – Item 10 to be taken before Item 9.**

10. **AGENDA ITEM 10 – COMMUNICATIONS PRESENTATION**

- 10.1. RWM Head of Campaigns presented *Allerdale Working Group Communications: Community Information Provision – Working Group to Community Partnership Communications.*

Action – CEM to circulate a copy of presentation to Group

- 10.2. Post-presentation comments: It was agreed that a specific Allerdale public survey would assist in delivering Workstream 2.

Action - The RWM Head of Campaigns to present survey proposal to Group next week.

11. **AGENDA ITEM 9 - CONTACT CENTRE / CRM**

- 11.1. Main presentation discussion points:

- Contact Management is a new RWM communications function team of six.
- Contact Management comprises two capabilities; The CRM system (Salesforce, which is in its second year), and an outsourced Contact Centre Service.
- The RWM Head of Contact Management discussed the importance of protecting our customers' data.
- The RWM Head of Contact Management noted that a small number of enquiries have been received since the launch of the Working Group.

- 11.2. The RWM Senior Business Intelligence & Service Development Manager added the following points:

- The Contact Management Team's vision is to be a trusted service which adds value to the communities that they serve.
- What they can do for the WG:
 - At scale management of community enquiries.
 - Resource to support the WG working in communities.
 - Provide a system to manage engagements with communities (their CRM).
 - Analyse WG data to provide the WG with information to help decision making.
 - Work with the WG to grow and adapt the service to meet future needs.

- 11.3. Post-presentation comments:

- The RWM Head of Contact Management confirmed that the Contact Management Team are there to handle any queries.
- The Chair asked for regular reports to Working Group meetings and indicated that additional reports may be requested by the Workstream groups.

12. AGENDA ITEM 11 – WORK STREAM REPORTS

12.1. WORK STREAM 1 REPORT

- Three sessions of Workstream 1 have been conducted thus far.
- The Engagement Plan is in progress, with a goal to finalise that by the second week of February and present it for adoption at next month's Working Group meeting.
- Priority actions have been identified for the Working Group and RWM over the next 3-4 months, there is one outstanding issue which is the approach to engagement with challenger groups which will be discussed in the Workstream meeting next week.

13. AGENDA ITEM 12 – Any other business

13.1. No items were raised.

14. DATE OF THE NEXT MEETING - 28 February 2021