

MINUTES FROM ALLERDALE WORKING GROUP

HELD ON 26th MAY 2021 0930am - Teams

Attendees: Eva Chua (EC)
Steve Wilkinson (SW)
Matthew Pixton (MP)
Duncan Flint (DF)
Laura Kay (LK)
Katy Arnott (KA)
Marion Fitzgerald (MF)
Jocelyn Manners-Armstrong (JMA)
Andy Ross (AR)
Dot Kirk (DK)
Sam King (SK)
Carla Greco (CG) part
Robin Kimber (RK) part

Minutes: Linda Scott (LS)

Apologies:

Item	Description	Action Lead	By when
1.	WELCOME AND INTRODUCTIONS		
2.	APOLOGIES – there were no apologies		
3.	PREVIOUS MINUTES/ACTIONS <ul style="list-style-type: none"> Minutes/actions from the meeting on 28th April were approved, no outstanding actions 		
4.	COMMUNICATIONS UPDATE – direct mail (all households), infographics, mobile vehicle Decisions required:		
	<i>Agreement on direct mail brief – approved subject to amendments</i>		
	<i>Social media themes for next month - approved</i>		
	<i>Do the group want to use a mobile vehicle – yes, agreed to request service of hired mobile unit, subject to DF coming back to group with brief</i>	DF	
	<i>Next newsletter theme- approved</i>		
	<i>Waste infographic design – approved in principle subject to amendments</i>	To note	

	<ul style="list-style-type: none"> • DF shared Comms update with all which was also distributed to attendees. <ul style="list-style-type: none"> ○ Needs to be completely clear on the mailshot that LDNP are not included in the search area ○ Views on mailshot theme are welcomed and should be given to DF • LK shared draft Event Engagement Paper – <ul style="list-style-type: none"> ○ Group agreed with minor amendments. LK to distribute revised version • LK discussed Social Media Presentation. <ul style="list-style-type: none"> ○ Interviews to be conducted with JMA/AR ○ Group agreed planned Social Media updates • DF discussed Mobile Exhibition Unit <ul style="list-style-type: none"> ○ Could be beneficial for people in hard to reach areas ○ 16 week lead time – DF to try and improve on timescale ○ DF to investigate managed solution ○ Request use of hired van unit for engagement activity, DF to provide brief <p>Robin Kimber – Independent Evaluator joined the meeting</p> <ul style="list-style-type: none"> • CG presented Infographic in accordance with Andy Ross’s brief <ul style="list-style-type: none"> ○ Infographic paper to be distributed to all ○ Cumbria and boundaries to be added on to map ○ Need to depict how long storage lasts without maintenance – timescales to be added ○ Accessibility options need to be taken into consideration (i.e. font /colour) ○ Add hyperlink via QR code ○ Any further comments to DF by 2nd June 	<p>All</p> <p>LK</p> <p>To note</p> <p>DF</p> <p>DF</p> <p>CG</p> <p>CG</p> <p>CG</p> <p>All</p>	<p>2/6</p> <p>2/6</p> <p>2/6</p> <p>9/6</p> <p>2/6</p> <p>2/6</p> <p>2/6</p>
5.	<p>HOW COULD WE EFFECTIVELY INVOLVE CALC WITH THE WORK OF THE WORKING GROUP? IDEAS TO BE DISCUSSED</p> <ul style="list-style-type: none"> • Item brought back to table as CALC have repeated their request for membership of the Allerdale Working Group • Sam King has spoken to Chris Shaw and he has offered to help with the work of the Working Group, i.e. engaging with Parish Councils • The group agreed that we should engage with CALC and are happy to discuss options with them • SK explained that the decision on whether a community partnership is formed will be based on whether Allerdale Borough Council or Cumbria County Council decide to sign an agreement to continue exploration of this opportunity 		

9.	<p>AOB - Logo ideas</p> <ul style="list-style-type: none"> • DF advised against developing a new logo/brand for the WG as the Group only has a limited life, the existing brand already has a digital footprint and has been widely used, plus a new enduring brand will be developed by the Community Partnership. • Look at enhancing the colour scheme instead and come back to the group by w/e 4th June with revised design • LK advised that changes have been made to the website and new tabs added i.e. resources, skills/education – if group have any ideas about content please contact Laura • Links to be added to existing resources – EC send details to LK • Add summary on opportunities available for younger generation • Add feedback tab and also include feedback paragraph in newsletter • Allerdale Working Group appears way down on Google search - LK discuss SEO improvements with CG 	DF LK/All EC/LK LK LK LK	2/6 2/6 9/6 9/6 2/6
10.	DATE OF NEXT MEETING: 30th June 2021		

Actions below:

Allerdale Working Group 26/5/21 Actions							
Ref	Date raised	Minute ref	Owner	Co-owner	Action	Update from meeting on 26/5/2021	Update for next meeting on 30/6/2021
ACT32	28/04/2021	7	LK		Get in touch with Steve Brown regarding his report on different demographics re jobs	Report due 1st June	Chased Steve and Mike twice
ACT39	26/05/2021	4	DF		Request use of hired van, try and improve on 16 week timescale and report back to group with brief on mobile vehicle	New action	Complete
ACT40	26/05/2021	4	LK		Update Event Engagement Paper and redistribute	New action	Complete
ACT41	26/05/2021	4	DF	CG	Infographic paper to be distributed to all	New action	Complete
ACT42	26/05/2021	4	DF	CG	Cumbria and boundaries to be added to map. Storage timescales to be added	New action	Complete
ACT43	26/05/2021	5	EC	LS	Set up meeting with CALC	New action	Complete
ACT44	26/05/2021	6	DKA		Pull together options for Inspira re youth engagement and National Citizens Service	New action	Complete
ACT45	26/05/2021	6	KA		Send event availability calendar to all	New action	Complete
ACT46	26/05/2021	8	SK	LS	Source copy of CoRWM paper - LS will distribute	New action	
ACT47	26/05/2021	8	EC		Find out when minutes of CoRWM meeting will be available	New action	Often published 3 months after the session
ACT48	26/05/2021	9	DF		Look at enhancing existing logo colour scheme	New action	Complete
ACT49	26/05/2021	9	LK	All	Website content ideas to be given to LK	New action	Ongoing
ACT50	26/05/2021	9	EC		Links to be given to Laura to add to existing website resource tabs	New action	Complete
ACT51	26/05/2021	9	LK		Add summary to website on opportunities for younger generation	New action	In progress with Carla
ACT52	26/05/2021	9	LK		Add feedback tab to website and also include feedback paragraph in newsletter	New action	Complete

ACT53	26/05/2021	9	LK		Discuss SEO improvements with Carla Greco re AWG search on Google and try to boost position on Google	New action	In progress with Carla
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