

## Meeting Notes: PSE Sub-Group 21 September 2011

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Author:	3KQ
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### 1) Updates, general actions, actions carried over & future meeting dates

#### Next PSE Sub-Group meeting:

Thursday 13 October, County Hotel (near main station), Carlisle: 9.30am – 12.30pm.

#### Update: Consultation Document

There was a discussion about the next stages for the consultation document given the delay to the sign off of the siting chapter at the 20 September Partnership meeting. The Technical Review Group (TRG) is meeting on 28 September to try and resolve differences and is hoping to make a recommendation about the way forward to the Steering Group on 10 October. The time between these two meetings is to allow TRG officers to speak to their members.

**Action: PSE Sub-Group to look at the re-write post 28<sup>th</sup> September to decide whether a fine tune or re-write is required in terms of making sure it is accessible to the public as part of the consultation document.**

#### Memorandum of Understanding agreement

Waiting for clarification from DECC. DECC expects the Decision to Participate to be '2 green lights' i.e. County Council and a Borough Council, to be workable.

#### Implications of slippage

Given the slippage to PSE3 acknowledged as a result of 20 Sept Partnership meeting an alternative time frame was discussed. If the Siting Process chapter is agreed before 3<sup>rd</sup> November the following dates seem feasible (note these dates are estimates at present).

- 3<sup>rd</sup> Nov – P'ship meeting
- 7<sup>th</sup> Nov – Confirm advertorials
- 10<sup>th</sup> Nov – Final condoc wording
- 16<sup>th</sup> Nov – Graphic designed version
- 18<sup>th</sup> Nov – D by D finished for web
- 21<sup>st</sup> Nov – PSE3 START
- 23<sup>rd</sup> – Hard copies arrive
- (24<sup>th</sup> Nov – Steering Group meeting)
- 26<sup>th</sup> Nov – CALC conference?
- 28<sup>th</sup> Nov – Full packs ready to send out
- 5<sup>th</sup> Dec – Mail out [advertorials could be confirmed for this date after the 3<sup>rd</sup> Nov (or 11<sup>th</sup>)]
  
- 3<sup>rd</sup> Jan – Newsletter delivery

Community events to start from 18<sup>th</sup> Jan

23<sup>rd</sup> March – End of consultation (this would allow 17 weeks (rather than usual 12 weeks) from Nov start date which allows for disruption over the Christmas period)

## **Your Cumbria**

Deadline - Friday 23 Sept. Can get 4 pages instead of 6. Content will be background and context.

### **2. Response form**

**Action – Jane** to send email re comments with deadline to respond

### **3. Letter to Jean's request re written materials**

No posters

Yes to leaflets – one table will be made available at each venue wherever possible

**Action – Jenny** to draft letter to Jean

### **4. Blog**

**Action – Ian** will complete another blog entry by 30 September

### **5. Prizes/competitions**

It was decided that although it seems suitable to have a competition for schools and young people as part of PSE3, it does not seem appropriate to extend a 'prize draw' approach to the wider aspects of the consultation. Although it was acknowledged that this may mean fewer people fill in questionnaires, it was felt a risk worth taking to avoid any questions about the seriousness of the consultation at this stage.

### **6. Advertising**

Ian outlined different options for advertising including buses, train stations and bill boards as well as newspaper advertorials.

**ACTION - Ian** to put together a proposal to circulate by email by 30<sup>th</sup> September. He will give a deadline for comment.

### **8. Award**

The Partnership is shortlisted for a Chartered Institute of Public Relations Award. PSE2 is one of 6 campaigns which have been shortlisted.

### **9. Opinion survey peer reviews**

**Action – Rhuari** will circulate these when they are received.

### **10. Gap in publicity**

Due to the current 'pause' there is a gap in the planned publicity for October, which needs to be filled in order to keep the public aware of MRWS.

**Action - all** send ideas to Paul.