

## Meeting Notes: PSE Sub-Group 10 November 2011

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Notes:	None

### 1) Updates, general actions, actions carried over & future meeting dates

#### Next PSE Sub-Group meeting:

To be decided by email

**Action: Jenny** to speak to Mike Priestley at Connexions at next opportunity re including young women.

**Action: Rhuari** to circulate finalised opinion survey reviews.

Reviews will be published immediately prior to the steering group take a discussion

**Action: Ian** to chase Jake at Fat Media about the blog.

**Action: Paul** to talk to Jake about updating website for start of PSE3.

### 2) Discussion of all PSE3 strands

#### Public Consultation:

On track for 21<sup>st</sup> November start for PSE3 but may be a few more days before the printed copies are ready to send out. Paul to run Q&A session with Alan Smith 17<sup>th</sup> Nov. Ian to attend.

#### Consultation pack:

Final changes have been made to the Overview document.

Addition has been made to full report to draw awareness to availability of raw data if people wish to see ALL responses.

*Consultation pack to include:*

- Folder
- Condoc
- DVD
- Response form
- Freepost envelope

Online response option – will be link from MRWS website home page.

#### Advertorials and media liaison

There will be advertorials on ALL paid for Cumbrian papers.

**Action: Paul & Ian** to liaise and finalise content for advertorials based on Overview doc.

**Action: Ian** book CN content

**Action: Paul** Paul booking slots in non-CN papers

**Action: Paul** to inform Cath about when advertorials are going in so she can be prepared to take enquiries and inform Partnership members of dates.

## Media liaison

Osprey has press releases planned. Paul and Ian are arranging briefings for individual papers.

Q& A sessions:

These will particularly focus on preparing members for answering questions from the general public as well as media. There will be two TRG members at each session.

**Action:** Paul to set dates for Q&A sessions

**Action: Jenny & Paul** to liaise re Q&A and community event sign up of Partnership members.

Bure report is being finalised. Could be included in publicity.

**Action – Richard & Ian** Finalise report and Ian to write article

Paul will write letters to press in response to other letters if required. Letters will be used as an opportunity to publicise the consultation.

## Opinion Survey

Planning to put out invitation to tender (ITT).

Steering group will need to make a decision based on methods and cost. Paper will go to meeting on 24 November.

**Action:** Kieran to get indicative cost and try to get 3 responses from a choice of IPSOS MORI, BMG, NOP, Opinion Leader, ICM or other reputable companies

**Action:** Rhuari will draft a brief paper to go to Steering Group alongside peer reviews.

**Action:** Kieran and Ian to arrange conf call to sort out procurement logistics between County and Copeland.

Developing questionnaire – need to decide best way. Starting point = PSE2 questions; thought needs to be given to preamble etc.

**Agreed:** doing 'brutal edit' now, then build up with contractor to final version

**Action: Kieran, Ian, Paul** to meet to review the opinion survey questions. Kieran to set date with Ian and Paul after Steering Group decision on 24 November

**Action: Rhuari** to approach peer reviewer Sandy Ochonja to make a presentation at P'ship meeting on 8<sup>th</sup> December to explain the methodology. Sandy's talk to become the basis of a revised briefing note. Partnership needs to write a plain English explanation of how the method works and how it will be carried out.

**Action: Paul** to draft briefing note to be put together after Steering Group decision on 24<sup>th</sup> November

## Briefings

As per plan but going encourage people to use the DVD as briefing rather than Partnership members doing powerpoint type presentations. Seeking to make use of existing networks (particularly P'ship member networks) wherever possible.

**Action: Jenny** will be talking to all P'ship members about briefing their own members

**Action: Paul** to contact all MPs, MEPs, Peers living in the County (6) (MEPs to get the consultation pack but not necessarily be followed up). **Ian** to help with Jamie Reed, **Richard** to help with Tony Cunningham

There was a discussion about whether to try and get publicity for the consultation via celebrity involvement but it was decided not to take this forward for now.

## **Newsletters to households**

8 page overview to go out first week in January

**Action: Ian** to book slot to ensure all are delivered before first community event on 18<sup>th</sup> January.

**Action: Kieran/Ian** week beginning 28<sup>th</sup> November send out to libraries via libraries HQ

**Action: Kieran** to check about non-library contact lists: e.g. health centres, dentists, other non-library

Another Your Cumbria is going out in late Feb.

Another newsletter will go out later in first half of March possibly to include other views, and to include comments/issues raised in PSE3 so far

## **Advertising**

3 different things:

Bus backs and insides, billboards and phoneboxes. Seeking to cover as much of West Cumbria as possible.

**Action: Paul & Ian** to book slots and arrange content

**Action: Rhuari** to ensure that steering group are informed of advertising plans

## **Community Events**

Going ahead as per plans.

**Action: Jenny** ask NDA how much it would cost for a model of Overview front page graphic. There will be a display of background information and one pop up banner for each criteria.

**Agreed** to add an additional roller banner at end to explain 'what next' i.e. what will happen to people's views.

**Agreed** to encourage P'ship members to be proactive in their own local areas about publicising the events, send them posters, give ideas etc. e.g. village websites etc.

Jenny explained that schools will be telephoned if they are within walking distance of community events.

## **Print run**

Printing is being done through County. It was decided to get 4000 packs printed.

**Action: Jane** to liaise with County about 8 pager for quotes then liaise with Paul to decide what option to go ahead with.

## **Webinar**

**Action: Ian** to send tender out. Planning to appoint before Christmas.

## **Publications**

**Action: Ian (Osprey)** working on content and how many pages to include in next Your Cumbria, delivery deadline mid-Feb (copy deadline mid Jan)

**Action: Rhuari** to include in updates for next P'ship meeting

## **Website**

On-going updates especially with changes necessary for start of PSE3.

## **Social Media**

Quite a few more people have joined the MRWS facebook page recently.

## **Community Discussions using consultation pack via intermediaries**

As per plan with all intermediaries.

Letter will go to all 280 primary schools highlighting consultation opportunity – requesting a paragraph in newsletter.

Youth engagement pack to will be sent to all secondary schools in Cumbria and to specific contacts who were active in PSE2, plus Youth Councils and other avenues in conjunction with Connexions.

## **Parish Councils**

Started on work for 7<sup>th</sup> January CALC conference

Trying to raise interest at AGM on Saturday 12<sup>th</sup> November. Hoping for good turnout on 7<sup>th</sup> January.

**Action: Chris** to designate photographer for 7<sup>th</sup> Jan to provide images in case of media opportunities.

## **Environmental NGOs**

Will be formally invited to participate in consultation alongside other contacts on the database.

## **Councillors at County, Borough and Parish Level**

All councillors to get a consultation pack.

Ian and Richard outlined internal briefing processes in Copeland and Allerdale.

**Action: Paul** to liaise with Richard, Ian and County

**Action: Chris** to send mobile number for Ted Thwaites

**Action: Kieran** to contact Ted Thwaites to ask him to make contact

**Action: Jenny** to liaise with Sarah Mitchell about Localities Together meeting – 8<sup>th</sup> December - Copeland and Copeland Partnership meeting on 29<sup>th</sup> November.

## **Rest of Cumbria**

All in hand as per plan.