

Document No:	308
Status:	Adopted
Author:	3KQ
Title:	Notes of MRWS Bridging Group meeting 16 th August 2012
Notes:	Published on 29 th August 2012

Present:

Richard Griffin (Allerdale BC), Charles Holmes (Allerdale BC), Guy Richardson (CALC), Steve Smith (Copeland BC), Paul Gardner (Osprey Communications), Rhuari Bennett (3KQ), Jenny Willis (3KQ)

Apologies:

Paul Feehily (Cumbria CC)

1. Aim, remit and membership of the group

The group agreed that the aim and remit of the group should be as described in paragraphs 15.1 and 15.2 at the end of the Partnership's Final Report i.e.:

15.1 **A bridging period.** *Now that our Final Report has been published we have completed our work. We will not meet again as the Partnership unless invited to do so by the decision-making bodies (DMBs). However, we have suggested that a number of Partnership-related activities need to continue until the DMBs have taken their respective decisions about participation, for possibly a 3 to 6 month period. We have therefore agreed the establishment of a small 'bridging group' to act in the Partnership's interests to:*

- *Update former Partnership members about progress toward a decision about participation and other issues arising.*
- *Oversee ongoing support contracts (communications, programme management and evaluation) and budgets.*
- *Oversee communications activity (including responding to enquiries and media requests, and maintaining the website and social media).*
- *Support the deliberations of the DMBs in preparation for a decision about participation (e.g. clarification of Partnership opinions).*
- *Oversee work to prepare a 'brand protection strategy'.*

15.2 *The group should not develop this Partnership's work in any substantive way, beyond any specific mandate given by the Partnership before its close. For example, the bridging group will only be able to give comment on the Partnership's work and opinions where this can be done consistently with this Final Report.*

We anticipate membership comprising of officers (and members where required) from the three DMBs, with potentially two co-opted representatives from non-DMBs.

This group would come into existence on publication of the Partnership's Final Report and might expect to meet on approximately a six-weekly basis. We expect it to continue until either a decision about participation is made or, in the event that the

*DMBs decide to enter Stage 4, potentially until new arrangements are put in place.
The group would then close.*

Membership of the group was agreed as officers from each of the DMBs plus a CALC representative, with 3KQ and Osprey Communications. The Lake District National Park Authority has asked to be kept informed of discussions without being a full member of the group. It was agreed that 3KQ would update them after Bridging Group meetings as required.

2. Updates

DMB decision making paper (Doc 297)

An update to Doc 297 as requested at the Partnership meeting on 19th July outlining the reasons for the way each of the DMBs will take a decision about participation is being prepared by Steve Smith with input from other Richard G and Paul and will be ready for circulation shortly and once agreed will be uploaded to the MRWS website.

Events on 6th and 7th September organised by Colin Wales and local Parishes

Two meetings are being organised, 6th September in Allerdale (Eco-Centre, Cockermouth) and 7th September in Copeland (Calderbridge Village Hall).

The organisers have invited various members of the Partnership and there has been a request for Jeremy Dearlove to speak. Given that the Partnership has now ended (and therefore Jeremy Dearlove's contract with the Partnership has also ended) the group felt that it was more appropriate for the organisers to approach him directly.

ACTION: Rhuari to speak to Colin Wales to explain the Bridging Group's position, and update Jeremy Dearlove.

ACTION: Paul Gardner to draft a position statement for DMBs which can be read out at the meetings.

ACTION: All emails received by individuals to be circulated to the rest of the Bridging Group to ensure all are kept informed (information from the organisers has been quite disjointed to date).

Presentation and dates

Rhuari recently attended a meeting of Workington Town Council to give a presentation and take questions about MRWS and the decision making process. Other presentations are also scheduled (see list amongst key dates listed at end of notes).

ACTION: Rhuari to circulate presentation slides for comment.

Local Committees – Paul Feehily has drafted a paper to circulate to members of Local Committees.

ACTION: Rhuari – paper to be circulated to Bridging Group as soon as it's available, via Paul F.

Final Report

Rhuari reported that the Final Report of the Partnership has been finalised and is available online. Printed copies should be ready by 28 August and will be distributed soon after.

Allerdale Local Development Framework

Richard Griffin reported an interpretation of wording in the Allerdale Local Development Framework document that led to an impression that the decision about participation had already been made in Allerdale. This has been corrected with the people concerned by Allerdale BC press office.

CALC update

The CALC Executive met 2 days after the last Partnership meeting. The CALC Executive adopted a final position which has been circulated. This will be sent to the DMBs (leaders and all councillors) along with some explanatory text, which will be circulated to the Bridging Group.

ACTION: Guy to circulate wording to Bridging Group at earliest opportunity.

CALC is planning a briefing for parishes on either 29th August or 3rd September (tbc after meeting) to:

- Brief parishes on the Final Report.
- Brief parishes on the CALC Executive's views on the Final Report.
- Offer an opportunity for discussion of those views in order to feed back to DMBs prior to 11th October.

ACTION: Guy, Jane and Jenny to liaise regarding distribution of Final Report to parishes after decision about when CALC will meet to discuss it.

The CALC Executive will also meet on 29th September but there was some discussion about whether this was in time for any further relevant information to be taken into account by the DMBs.

ACTION: Guy to speak to CALC about this.

Communications update

Paul Gardner (Osprey) reported that the website had been updated ready for the publication of the Partnership's Final Report.

Advertorials will be included in local papers in the week beginning 3rd September, with a newsletter providing a summary of the final report to be circulated to libraries, leisure centres etc. from 10th September, and sent by Royal Mail to all West Cumbrian homes on 17th September.

Content for advertorials and summary newsletter has been circulated.

ACTION: ALL to look at content if they haven't done so already, to pass comments to Paul asap.

The group discussed communications immediately around the 11th October decisions about participation, particularly in the light of discussions of the Brand Protection Group.

ACTION: Rhuari – put this on the agenda for the next meeting of the Bridging Group to discuss how communication and press releases can be co-ordinated amongst the DMBs and Bridging Group.

Meetings with DECC

It was noted that two meetings are coming up with DECC – 23rd August with Mark Higson and Peter McDonald and 11th September with Charles Hendry (tbc). There was some discussion about issues which needed to be discussed at these meetings including the brand protection work and also seeking clarification about some specifics e.g. Strategic Environmental Assessments (SEA) and who runs them. The current assumption of the Bridging Group is that the NDA would lead the SEA process in a potential Stage 4 but acknowledged that this is not 'set in stone' by the White Paper and would need further discussion by the DMBs.

3. Finance

Rhuari reported that the project had spent less than anticipated during Quarter 1 of the 2012/13 financial year. Due to various reasons, including some costs not being incurred (e.g. professional advice not required) and costs being postponed (e.g. newsletters and advertorials happening in Qtr 2 instead). John Dalton at DECC is aware of this.

4. Brand Protection work

Paul Gardner updated the group on the meeting held by the Brand Protection Group on 6 August. He reported that he is working on a Communications Plan for Brand Management which is due for circulation on 20th August.

Status of Brand Protection Group – it has been confirmed that the Brand Protection Group's work is taking place under the auspices of the Bridging Group, as referred to in section 15 of the Partnership's Final Report.

ACTION: Richard Griffin and Steve Smith to ensure attendance at future Brand Protection Group meetings to provide overview from Bridging Group.

Paul indicated that the figure required for the brand work (based on 'advertising equivalent value' calculations) could be higher than had been anticipated. It was also discussed that this work falls within impact mitigation as part of the overall MRWS process.

ACTION: Rhuari to speak to John Dalton to give him an update on this work and indicate that it will be a subject of discussion at forthcoming meetings with DECC.

5. Future Bridging Group meetings

20th September: 9.30 – 12.30 – Allerdale House

16th October: 9.30 – 12.30 – Copeland Centre

Dates

22 August – Brand Protection Group meeting

23 August – DMBs meeting with DECC (Mark Higson & Peter McDonald)

28 August – Printed version of Final Report ready

30 August – Allerdale Local Committee discussion (9.30 – 11.30); Copeland Local Committee discussion (11.30 – 1.30)

Week beginning 3 September – Advertorials in all local papers

3 September – CALC – Briefing for parish councils about the Final Report and CALC's views on it

5 September – County – Full committee discussion (possible vote?)

10 September – Overview/newsletter to be sent to libraries etc.

11 September – Meeting of DMB Leaders with DECC (Charles Hendry)

Week beginning 17 September – Overview/newsletter sent to all homes in West Cumbria

19 September – Allerdale – Presentation prior to Council meeting in public

20 September – Deadline for information to reach Allerdale in time to influence report for Council in advance of 11 October decision

20 September – Bridging Group meeting – Allerdale House (9.30- 12.30)

26 September – Copeland – special Council Meeting in public

29 September – CALC Executive meeting (not in public)

11 October –

Allerdale – Executive – decision about participation made at meeting in public

Copeland – Executive – decision about participation made at meeting in public

County – Executive – decision about participation made at meeting in public

Press release – details of process for co-ordination to be confirmed.

16 October – Bridging Group meeting – Copeland Centre (9.30- 12.30)