

Notes of Brand Protection Group Meeting – 9th October 2012

Document No:	315
Status:	Adopted
Author:	3KQ
Title:	Notes of Brand Protection Group meeting held on 9 th October, The Copeland Centre, Whitehaven
Notes:	Published on 15 th October 2012

Present:

Rob Johnston, Cumbria Chamber of Commerce (Chair)
Richard Greenwood, Cumbria Tourism
Steve Smith, Copeland Borough Council
Cllr Elaine Woodburn, Copeland Borough Council
Richard Griffin, Cumbria County Council (also representing Allerdale Borough Council)
Cllr Tim Knowles, Cumbria County Council
Rob Allison, Lake District National Park Authority
Paul Gardner, Osprey Communications
Jenny Willis, 3KQ

1. Update on DECC meeting

Rob Johnston updated the group on discussions at the DECC meeting on 26th September. John Dalton from DECC is expected to produce a note of the meeting.

ACTION: 3KQ to request write up from DECC.

As per discussions at the 19th September meeting it was confirmed that:

- Strand 1 of the Brand Management plan (comms) is anticipated to be a routine part of any Engagement Package in a Stage 4.
- Strand 2 (research) would be negotiated as part of an Engagement Package also.

In relation to Strand 3 DECC has now agreed some additional funding this financial year. This should be confirmed in the written note of the meeting from DECC.

2. Discussion on Strand 1 of Brand Management Plan (comms)

The group discussed that some additional communications work would be required now that the decision about participation has been deferred until January 2013.

ACTION: The Bridging Group is due to decide on a communications strategy suitable for the 'pause period'. The sub-group asked the Bridging Group to bear in mind the needs of specific groups e.g. business community, tourism sector (**Osprey** and **3KQ** to communicate this).

ACTION: Cumbria Tourism and **Chamber of Commerce** to inform Osprey of particular issues and ideas relevant to their stakeholders, including questions for inclusion in Q&As and how they would like information to be distributed to their members.

3. Discussion on Strand 2 of Brand Management Plan (research)

It was agreed that the baseline research outlined in the Brand Management Plan should be carried out as soon as possible. It would make sense for the baseline studies to be carried out by the same organisation as the ongoing work, therefore briefs for the whole of Strand 2 need to be drawn up asap and put to the Bridging Group for consideration.

ACTION: Steve Smith to put together draft brief for circulation to this group and the Bridging Group after the final version of the Brand Management Plan is agreed by the Bridging Group.

ACTION: Paul Gardner to get estimate for the cost of baseline studies.

4. Discussion on Strand 3 of Brand Management Plan (campaign)

The group agreed that a campaign needs to be prepared and ready to start immediately **IF** a decision to participate in the next stage is made in January. The brief needs to go out quickly so that planning and preparation can start bearing in mind the lead in time for booking advertising slots etc.

ACTION: Paul Gardner to draft brief for Strand 3 for circulation to this group and the Bridging Group after final version of the Brand Management Plan is agreed by the Bridging Group.

General:

It was agreed by the group that governance, budgets and any necessary procurement procedures would be agreed by the Bridging Group on behalf of the DMBs.

ACTION: Paul Gardner to revise the Brand Management Plan and circulate to this group asap. **ALL** to have opportunity to comment before deadline of midday Friday 12th October. It will then be discussed at the Bridging Group on 16th October.

ACTION: Steve Smith to check procurement procedures – in particular lead time and relevant thresholds for size of contract in order to advise the Bridging Group on 16th October

ACTION: 3KQ to check budgets to see if current funding is sufficient for Strands 1 & 2 up to the end of the financial year, or whether more is required from DECC, particularly in relation to Strands 1 and 2.

Governance:

Draft Terms of Reference circulated before the meeting were agreed.

Next meeting

It was agreed a meeting would be set once relevant procurement timescales are clearer and in the meantime the group would stay in touch by email.