

Terms of Reference of the West Cumbria MRWS Brand Management Group 9th October 2012

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Title:	West Cumbria MRWS Brand Management Group – <i>Interim</i> Terms of Reference (ToRs)
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1. **Interim Aims and Objectives of the Brand Management Group**

- 1.1 This group exists to assist the Decision Making Bodies (Copeland BC, Allerdale BC and Cumbria CC – known as DMBs) as a result of the West Cumbria MRWS Partnership's recommendation that brand management required further urgent work.
- 1.2 Objectives:
 - a) Providing advice to the DMBs on a coordinated strategy and action plan aimed at addressing any potential reputational damage to the visitor economy, the food and drink sector and other products derived from the land/environment that may result from any further consideration of a GDF in the county.
 - b) Providing advice to the DMBs on effective communication measures required in order to minimise risks to the brand (for example from inaccurate coverage of the MRWS process and issues).
- 1.3 The group will operate under these *Interim* ToRs until a decision about participation is taken, at which point these ToRs will be reviewed.

2. **Operation**

- 2.1 **Chair.** The group will be chaired by Cumbria Chamber of Commerce.
- 2.2 **Support.** The group will be supported in its operation by 3KQ as independent facilitators/programme managers.

3. **Governance**

- 3.1 The group will liaise closely with the 'West Cumbria MRWS Bridging Group'¹ on all matters.
- 3.2 On matters of policy and strategy the group will report to the three DMBs (and be advised in this by representatives on the group).

4. **Funding**

The MRWS 'Engagement Package' (as agreed with DECC) will provide resources for the brand management work; this will be based on estimates and budgets to be agreed with the Bridging Group and DMBs.

5. **Membership**

The group's members are: Copeland BC, Allerdale BC, Cumbria CC, Cumbria Tourism, Cumbria Chamber of Commerce and the Lake District National Park Authority.

¹ The Bridging Group has been set up to support a number of MRWS Partnership-related activities which need to continue until the DMBs have taken their respective decisions about participation.