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Title:	Notes of MRWS Bridging Group meeting 15 th January 2013
Notes:	Published on 30 th January 2013

Present:

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

1 - Updates**Allerdale Borough Council**

The main work has been preparing the paper to go to Cabinet in advance of the decision about participation on 30th January 2013. The aim is for the paper to be published on 22nd January. There will not be an officer recommendation in terms of the decision, instead the paper will set out the options for Cabinet to consider.

Cumbria County Council

The draft report for Cabinet is with CCC's legal department for checking, including additional legal advice on the status of the right of withdrawal. The scheduled date for publication is Monday 21st January.

The Cabinet meeting on 30th January will be held at Carlisle racecourse [since changed to The Courts].

A reply has been sent to Baroness Verma after receipt of her letter of 19th December 2012.

ACTION: Richard G to pass on the letter to 3KQ for publication on the website after internal circulation.

Copeland Borough Council

There have been lots of enquiries about the decision on 30th January which are being replied to. Two meetings have been held in Ennerdale, organised separately by Peter Maher and David Wood. The first was in early December 2012 at Ennerdale School and was attended by Elaine Woodburn for Copeland BC. The second on 5th January 2013 was attended by Steve Smith. In addition Elaine Woodburn attended a meeting prior to a parish council meeting on 9th January. The organisers of the 5th January event are also carrying out a poll of their parishioners. The status of this poll is not yet clear.

The report for the Copeland Cabinet will be published on 22nd January. Like the reports of the other DMBs, it will present options but no recommendation. It will include copies of relevant letters and a summary paper of comments received from members of the public in the lead up to the decision.

The DMBs are co-ordinating the preparation of their reports to ensure full and consistent information is included for members to base their decisions on.

CALC

CALC has continued to liaise with parish councils during the 'pause period'. A meeting took place with Eddie Martin on 15th January to run through a range of issues including the 'twin track approach' and the right of withdrawal.

CALC's position remains as stated in their letter of August 2012.

A meeting is scheduled with Baroness Verma in London for 2 p.m. on Tuesday 22nd January.

ACTION: Guy to email latest version of CALC position statement to the DMBs.

Other updates:

Events:

- 11th January, Keswick – a meeting was held with a range of speakers.
- 17th January (am) – CN Group is organising a web-chat with Baroness Verma. It will also include an interview with Jill Stannard and possibly others.
- 19th January – Bowness Bay protest.
- 25th January – Carlisle (Hallmark Hotel) – Trades Union meeting: 'Why we need a GDF'.
- Facebook campaign – '3 weeks to save the Lakes'.

Cumbria Tourism has written to DECC to explain its current position. This letter will be published on the website.

MPs

The private session at which 3 people gave evidence has been held in London with the 6 Cumbrian MPs. There was no recommendation and it was stressed that the MPs are not decision makers in this context. Transcripts of written evidence will be on the website shortly.

2 – Brand Management work

- Economic baseline research and perceptions baseline research – both proceeding as planned.
- Marketing campaign – Different Ltd has been drawing up plans for a potential campaign.
- Media monitoring – Gorkana are being appointed to carry out the media monitoring work.

3 – Communications plan and closure arrangements for Stage 3

The group considered the paper submitted on communications around and after the decisions about participation.

A meeting with comms staff from each of the DMBs is planned on 22nd January as a handover with Osprey, who will not be able to continue work after mid-February due to the ceiling on their contract being reached.

There are plans for an email to go out to all database contacts with a reminder that the decisions about participation will be taken on 30th January. Apart from this, all future comms work will need to be handled by the DMBs, including national and local media interest around the decisions, possible advertorials, a newsletter and social media content.

ACTION: A briefing note requested by Cumbria Tourism and Chamber of Commerce for their members has been drafted by Paul Gardner. **Paul** will circulate the draft, then hand it over on 22nd January.

ACTION: DMB Officers to communicate to comms people that they will be leading and reiterating the importance of the 22nd January meeting to move forward with planning.

Closure of Stage 3 administrative arrangements

This was agreed as set out in the paper circulated for the meeting, and 3KQ will start to migrate administrative arrangements back to CBC (website, database, 0800, freepost etc).

4 – Date for next meeting

31st January 2013 – 2 p.m. in Kendal. Venue to be confirmed.