

Notes of Brand Protection Group meeting – 22nd August 2012

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Title:	Notes of Brand Protection Strategy and Plan Working Group Meeting held on 22 nd August, Copeland Centre, Whitehaven
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Present:

Rob Johnston, Cumbria Chamber of Commerce (Chair)
Richard Greenwood, Cumbria Tourism
Ian Stephens, Cumbria Tourism
John Grainger, Invest in Cumbria
Julie Betteridge, Copeland Borough Council
David Ingham, Cumbria County Council
Rob Allison, Lake District National Park Authority
Steve Smith, Copeland Borough Council
Paul Gardner, Osprey Communications
Jenny Willis, 3KQ

Updates

The recent Friends of the Earth press release based on interviews with members of the public in Keswick was discussed. It was felt that this was a good example of why the brand management discussions were important.

The group was informed about two meetings happening between representatives of the Decision Making Bodies (DMBs) and DECC, one on 23 August, the other on 11 September.

Action: Rob Johnston to contact DMB leaders to discuss the work on brand management prior to the DECC meetings.

Strategy and action plan

This had been circulated to the group by Paul Gardner before the meeting. It was discussed and all were in broad agreement with the plan. Some suggestions for changes were made which were noted by Paul, a key one being to place more emphasis on the food and drink sector. Communication immediately after 11 October decision about participation was discussed.

Action: Jenny to put item on agenda for next Bridging Group meeting about possible media training for DMB spokespeople to make sure they are ready for media work around 11 Oct.

There was a question about the involvement of MPs.

Action: Jenny to put item on agenda for next Bridging Group about the possibility of briefing MPs.

Following discussions about the plan it was decided that it would be useful to have a summary.

Action: Paul G to produce a one side A4 summary to include:

- Foundation of the work – referring to final report
- Rationale for a plan
- Breakdown of proposed work and rough costings

Next meeting: to be confirmed for early September.

Action: Rob Johnston to ask Suzanne Caldwell at Cumbria Chamber to arrange a date and venue for the next meeting.