

Subject: Fairbourne Communication Task Group Meeting

Author: Lisa Marshall

Date: 22nd May 2014

Location: Gwynedd Council Offices, Dolgellau

Present: Louise Hughes (GC)
Angela Ware (FFC)
Julian Kirkham (ACC)
Helen Evans (NRW)
Louise Pennington (NRW)
Huw Williams (YGC)
Lisa Marshall (YGC)

Copy: Fairbourne Project Board

Item No	Action	By who	Date
1	Huw Williams (HW) welcomed all to the inaugural Communication Task Group meeting and all individuals introduced themselves.		
2.	<p>Lisa Marshall (LM) explained that the project needs to establish a more formal process for managing communication with all stakeholders and that having a Communication Strategy (high-level plan) combined with Action Plan, Stakeholder Database and a 'toolkit' to ascertain whether our stakeholders are receiving and understanding the correct messages, would support a more formal and unified 'information network'.</p> <p>All present agreed that this would be a good plan moving forward to avoid future miscommunications and to ensure that a more inclusive approach was adopted which would include more 'tailored' interventions dependent upon the audience and it's need.</p> <p>LM offered to produce a draft communication strategy for review by the group and this was accepted by all present.</p> <p>LM stated she would populate the Stakeholder Database with all stakeholder information currently held by the project.</p> <p>LM stated that she would circulate the Communication Action Plan and those present to enter items that have already been planned.</p>	<p>LM</p> <p>LM</p> <p>LM/All</p>	<p>11.06.14</p> <p>11.06.14</p> <p>11.06.14</p>
3.	It was suggested by Angela Ware and supported by Louise Hughes and Julian Kirkham that the existing		

	<p>communication portals such as the FFC Website and Newsletter be used to disseminate new information, rather than reinventing the wheel, as these interventions are now common knowledge and well-used within the target communities. This was accepted by the rest of the group as being a good solution.</p> <p>It should be noted that from time to time, FFC may reserve the right to communicate messages (via their website or their newsletter) as they deem appropriate and in the best interests of the people of the community.</p> <p>It was also agreed that a different approach was possibly required to the public meetings and future engagement events. Also, that we should consider our engagement methods with residents who are socially isolated and maybe work with other agencies such as Mantel Gwynedd to ensure this group of people – who may be quite frightened about their future – are fully informed and reassured as much as possible.</p> <p>Engagement approaches to be discussed at the next meeting.</p>	All	11.06.14
4	<p>LH stated that the letter to Estate Agents which had been distributed recently, contained information relating to the length of time which Fairbourne would be defended from flooding. This timescale seems to contradict what has been published in the SMP2. LH asked HW to see if this could be resolved and the letter quote the same timescales as the SMP2. HW committed to look into this.</p>	HW	11.06.14
5	<p>Communication feeds from other groups</p> <p>LM stated that it was important we linked with other project groups to ensure that any messages/information to be released to the public, are fed through the Communications Group thus ensuring the correct and consistent message was released to the public in a controlled manner.</p> <p>It was acknowledged that members of the Fairbourne/Arthog communities sat on other project groups and we need to ensure that information discussed in these groups is only released to the public via the Communications Group to avoid potential unnecessary concern or misinterpretation. To this end, LM will contact all other project groups to ensure this message is conveyed.</p>	LM	11.06.14

	<p>Where a technical issue arises from another project group and that issue/information needs to be released to the public, we will ask a member of that project group to come and brief the Communications Group in order that we can produce appropriate mediums and disseminate information accordingly.</p>		
6	<p>LH and AW asked if there was any funding available to support the production of the FFC Newsletter. HW stated that although there was no funding, due to the efficiency savings the council is currently facing, we would be able to provide support in terms of printing the FFC newsletter.</p> <p>AW to email the newsletter to LM upon completion and LM will print-off sufficient copies and arrange for them to be delivered to the Dolgellau office, where AW can collect them from.</p> <p>This was happily accepted by FFC.</p>	LM/AW	Ongoing
7	<p>Election of Chairperson</p> <p>HW stated that it would prudent and good practice to elect a chairperson for the group, who would act as co-ordinator for all matters and be a central point of communication for the group.</p> <p>Upon asking for nominations, LM was put forward as being a suitable candidate and this was accepted by LM.</p> <p>As part of the role of Chairperson for the Communications Group, LM will also sit on the Project Board in order to gain a broader perspective of activity across the project.</p>		
8	<p>Date of next meeting: Wednesday 11th June 2014, at Dolgellau offices.</p>		