

COMMUNICATION AND INFORMATION WORKING GROUP

Mr Brendan Mackin was elected Chairman of the CIWG

Summary of Proposed Action Points

1. Written contact to be made with all Implementing Bodies, highlighting the importance and necessity for each to develop a Communication/ Publicity Strategy. It was suggested this correspondence might issue from the DFP Minister, as Chair of the CSF Monitoring Committee to ensure the importance of the message was observed.

Action: Secretariat

2. It was agreed the CIWG should stage a Communications Seminar, aimed at providing advice and guidance to Implementing Bodies, on how best to develop a Communication Strategy.

This seminar could:-

- highlight the need for and lay down concrete guidelines eg budget, publicity officers;
- highlight the importance of developing an understanding between Statutory Bodies and Implementing Bodies;
- encourage two-way communication to facilitate the Implementing Bodies eg assess existing Communication Strategies, proposals to target the general public, use of the press and other forms of communication of information media; and
- highlight importance of publicising EU funding, to help NI secure potential EU funding beyond 2005.

Action: CIWG and Secretariat

3. An EU Communication Seminar was being held on 18 and 19 March in Brussels. The CIWG will be represented by Mr Alasdair McLaughlin, Mr Liam Fitzgerald, Mrs Pat Mallon and Mrs Debra Savage.

Details to be forwarded to these members when received from Commission.

Action: Secretariat

**ATTENDEES CIWG WEDNESDAY 6 FEBRUARY –
LAGAN VALLEY ISLAND CENTRE – 2.00 PM**

Mr Brendan Mackin, BSP Monitoring Committee
Mr Alasdair MacLaughlin, CSF Monitoring Committee
Mr Bryan Johnston, CSF Monitoring Committee
Mrs Pat Mallon, BSP Monitoring Committee
Mr Patsy McGlone, CSF Monitoring Committee
Mr Gerry Finn, PEACE II Monitoring Committee
Mrs Debra Savage, Information Officer, SEUPB
Mr Fergus Phelan, PEACE II Monitoring Committee
Mr Richard Hodgett, DE, Observer
Mrs Rosemary Mulholland, DEL, Observer
Mr Kevin Fearon, EC Office, Belfast
Ms Sarah J Smyth, EC Office, Belfast
Mrs Nuala Kerr, DFP, Advisor

Secretariat

Mr Chris Allen, DFP
Mr Gary Shaw, DFP
Mr Paul Moore, DFP

Guest

Mrs Jackie D'arcy, Carr Communications