

# COMMUNICATIONS AND INFORMATION WORKING GROUP

MEETING – 4 SEPTEMBER 2002

## HEALTH ESTATES

### 1. **ATTENDEES: -**

- Brendan Mackin
- Alasdair MacLaughlin
- Debra Savage
- Mary Magowan
- Robin Shaw
- Bernie Traill
- Chris Allen
- Gary Shaw
- Ashley Williams

### 2. **APOLOGIES: -**

- Pat Mallon
- Marion Smyth
- Patsy McGlone
- Richard Hodgett
- Bryan Johnston
- Rob Lynas

### 3. **UPDATE FROM LAST MEETING**

The Working Group were updated on the first meeting of the European Commission's A46 Information and Publicity Informal Working Group.

The next meeting was scheduled for 18 September 2002. A representative from DFP European Division or the SEUPB will attend.

It is envisaged that the work of this Working Group will be of great assistance in developing practical guidance on the implementation of EC Reg. 1159/2000.

#### **4. TERMS OF REFERENCE**

The CIWG Terms of Reference were agreed, and would go forward to the Monitoring Committee for endorsement. The Terms of Reference can be reviewed and amended by the Working Group, if required, at a later stage.

#### **5. CSF PUBLICITY SEMINAR UPDATE**

The Working Group were updated on the effectiveness of the CSF Communication and Information Seminar, held on 12 June 2002.

The main outcomes of the 'round table' discussions were highlighted. It was felt the seminar was useful in bringing Implementing Bodies together to share experiences and problems. It also highlighted the importance of adhering to the publicity regulation.

#### **6. CSF INFORMATION OFFICER**

The Working Group were informed of an approach made to the NI Executive Information Service, to second a CSF Information Officer, funded via Technical Assistance.

It was agreed the CIWG would identify what needs to be actioned with the CSF Information Officer, responsible for co-ordinating.

It was agreed that should the NI Executive Information Service bid fail, the CIWG members would be circulated with an options paper, outlining the possibility of employing a Service Provider (Consultant) or nominating a Department of Finance and Personnel representative.

## **7. CSF COMMUNICATIONS ACTION PLAN**

The Working Group were reminded that the CSF Monitoring Committee had delegated responsibility to the Group to produce a detailed CSF Communications Action Plan, to co-ordinate a uniform approach to communication and publicity of both Operational Programmes.

It was agreed a Sub-committee of the Working Group, comprising Alasdair MacLaughlin and Debra Savage, would prepare a draft CSF Communications Action Plan. EUD to collate and enable examination of the following documents, to facilitate preparation:-

- CSF Publicity Strategy;
- CSF Seminar fundings;
- Action Plans from other UK Regions; and
- BSP and PEACE II CI Action Plans.

It was stressed this Action Plan will not comprise a list of implementation guidelines. This will be the task of the designated Communication Officer.

The Sub-committee will meet on Thursday 12 September 2002, to commence work on the draft CSF Communications Action Plan.

A draft framework will be circulated to CIWG Members for comment.

It will then be circulated to Implementing Bodies for comment.

Upon agreement of the CSF Communications Action Plan, a set of implementation guidelines will be developed, including how positive and negative publicity should be managed.

The CIWG will then be responsible for addressing how the guidelines are actually disseminated to relevant organisations.

## **8. BASELINE STUDY**

The Working Group agreed that the Managing Authority proceed to commission a baseline study on the public's awareness of EU support through the Structural Funds.

Brendan Mackin volunteered to sit on the Selection Panel when assessing tenders received. It was agreed the results of the Baseline Study will assist in monitoring the effectiveness of publicity activities.

The Working Group agreed the proposed pro formae Annexed to CIWG Paper 10.

## **9. DATE OF NEXT MEETING**

Monday 18 November 2002 in Health Estates, 12.30 pm. It is anticipated this meeting will not exceed 2.30 pm.