

COMMUNICATION AND INFORMATION WORKING GROUP MEETING

MONDAY 18 NOVEMBER 2002

MAIN DISCUSSION POINTS

1. Attendees

Brendan Mackin
Alasdair MacLaughlin
Debra Savage
Bryan Johnston
Lucia Wilson
Robin Shaw
Chris Allen
Gary Shaw
Ashley Williams

2. Apologies

Sarah Jayne Smith
Mary Magowan
Patsy McGlone
Pat Mallon

3. Main Discussion Points

- (a) The Working Group were updated on the recent meeting of the EC's A46 Informal Working Group on Information and Publicity, which was attended by Debra Savage. The A46 Working Group is currently working to produce publicity guidelines which can be used by Implementing Bodies as a baseline in the development of publicity strategies. When finalised, the A46 Working Group guidelines will be circulated to Members of the CIWG.

It was agreed that Implementing Bodies would require training in implementation of the publicity guidelines. It was envisaged that the role of the CIWG would be to recommend a process of training to Implementing Bodies (IBs) eg what training would be available, how training should be delivered and how Publicity Measures can be monitored. It was also agreed that the CIWG should oversee the

process of monitoring IBs to ensure approved projects effectively budget for publicity issues. It was recommended that the Managing Authorities should help IBs develop a form of penalty against those projects who fail to carry out publicity actions.

- (b) The Working Group agreed that both Managing Authorities should collate information on publicity activities carried out by IBs twice yearly. This agreement followed a discussion on correspondence received from a PEACE II LSP, which had been experiencing difficulties collating and reporting publicity activities on a quarterly basis.
- (c) Lucia Wilson was introduced as the CSF and BSP Information Officer, on secondment from the NI Assembly (initially until end January 2003). Lucia was overseeing the implementation of both Communication and Information Action Plans. She has also commenced work on the development of a BSP Newsletter.
- (d) Alasdair MacLaughlin had kindly prepared a first draft of the CSF Communications Action Plan. The Working Group discussed this document and recommended some minor changes. The second draft will be issued to the Working Group before the next meeting, with the view to having the plan endorsed by the CSF Monitoring Committee, at its next meeting.
- (e) Lucia Wilson updated the Working Group on her progress in developing a Baseline Study into the awareness of EU support to NI. Lucia is at an advanced stage, liaising closely with NISRA in the development of questions. Lucia confirmed the study would distinguish between both Operational Programmes. It was also confirmed that the survey would be completed before the next "Social Omnibus Survey" in February 2003.

- (f) BSP and PEACE II Technical Assistance is now available to each CSF Working Group. Guidance on how to apply for funding will shortly be issued to each of the relevant secretariats. This application form is available from the European Division Website, www.europe-dfpni.gov.uk.

- (g) Date of next meeting – to be arranged before the next CSF Monitoring Committee.