

## Notes of Brand Protection Group meeting – 6<sup>th</sup> August 2012

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Title:	Notes of Brand Protection Strategy and Plan Working Group Meeting held on 6 <sup>th</sup> August, CREA office, Penrith
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### Present:

Rob Johnston, Cumbria Chamber of Commerce (Chair)  
Richard Greenwood, Cumbria Tourism  
Julie Betteridge, Copeland Borough Council  
Kieran Barr, Cumbria County Council  
Rob Allison, Lake District National Park Authority  
Brian Hough, NDA  
Paul Gardner, Osprey Communications  
Jenny Willis, 3KQ

### Status of group

This group is meeting to assist the Decision Making Bodies (Copeland BC, Allerdale BC and Cumbria CC) after the formal end of the West Cumbria MRWS Partnership. Work will be overseen by the Bridging Group, which has been set up to support a number of Partnership-related activities which need to continue until the DMBs have taken their respective decisions about participation.

The Chair stated that the purpose of the group is to prepare a coordinated strategy and action plan aimed at addressing any potential reputational damage to the visitor economy, the food and drink sector and other products derived from the land/environment that may result from any further progression towards a GDF in the county. The West Cumbria MRWS Partnership agreed that the work should be undertaken in advance of the date when a decision about participation will be made (currently expected to be 11 October).

### Work being undertaken

Osprey Communications has been asked to produce a draft action plan and communications strategy. Paul Gardner is developing this. It will comprise two elements:

- i. Continuing to ensure effective communication about the process and minimising inaccurate coverage.
- ii. A positive communications strategy to promote Cumbria/The Lake District to counteract any potential negative publicity around a decision re GDF

The plan will recommend a communications strategy for the time immediately around a decision about participation as well as for the longer term.

### Action required

- **Osprey** to complete draft plan, aiming to circulate a week before next meeting (and latest by 20 August) to give group members time to consider the draft so that it can be finalised on 22 August.

- **All group members** to pass useful information to Osprey as soon as possible, particularly in relation to statistics and costings which may be useful to help quantify the amount required to undertake the plan.
- **Rob Johnston** to put an agenda together for the next meeting

**Next meeting:** 22 August – 10.30-12.30 Copeland Centre, Whitehaven  
Aims: to finalise the strategy and action plan and agree budget required

**Following meeting:** early September date to be confirmed by Suzanne Caldwell at Cumbria Chamber of Commerce