

## Notes of Brand Management Group Meeting

7<sup>th</sup> November 2012

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Title:	Notes of Brand Management Group Meeting held on 7 <sup>th</sup> November 2012, Copeland Centre, Whitehaven
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### Present:

Ian Stephens, Cumbria Tourism  
Richard Greenwood, Cumbria Tourism (by telephone)  
Steve Smith, Copeland Borough Council  
Cath Little, Copeland Borough Council  
Ian Curwen, Copeland Borough Council  
Richard Griffin, Cumbria County Council (also representing Allerdale Borough Council)  
John Dalton, DECC (by telephone)  
Paul Gardner, Osprey Communications  
Rhuari Bennett, 3KQ  
Jenny Willis, 3KQ

### Apologies:

Rob Johnston, Cumbria Chamber of Commerce,  
Rob Allison, Lake District National Park Authority

## 1. Brand Management Plan

The Brand Management Plan was signed off, following a last round of comments received by Paul Gardner. It is expected that the Plan will form an essential framework for the consultants appointed to carry out the work on the campaign, media monitoring and baseline research. However, they will also need to work proactively with the Brand Management Group and others to ensure all relevant information and contacts are used to ensure the best outcomes.

There was a discussion about funding for the Brand Management Plan. It was agreed that DECC would seek approval from the Minister for the additional funds required as soon as possible, with the important caveat that unspent funds would be returned to DECC if a decision not to go forward with the MRWS process in West Cumbria was taken in January.

**ACTION: 3KQ** to ensure that Paul Walker's email to DECC (to be sent on 9<sup>th</sup> November 2012) about future funding for MRWS to include request for confirmation of funding for brand management work.

**ACTION: Paul Gardner** to circulate final version of Brand Management Plan.

**ACTION: 3KQ** to publish the plan on the MRWS website.

## 2. Confirmation of briefs for the following tenders:

- Baseline research – perceptions
- Baseline research – economics
- Cumbria and the Lake District campaign

- Media Monitoring

The four briefs were discussed and final amendments made.

**ACTION:** Cath Little and Steve Smith to incorporate final changes and circulate briefs as agreed.

### 3. Assessment of tenders:

The panel was agreed as follows:

- Steve Smith, Copeland Borough Council
- Michael Heaslip, Allerdale Borough Council
- Richard Greenwood, Cumbria Tourism
- Rob Johnston, Cumbria Chamber of Commerce
- John Dalton, DECC

It was agreed that Ian Curwen (CBC) and Gareth Cosslett (CCC) would join as additional members for the assessment for Cumbria and the Lake District campaign tenders given their roles in relation to communications within CBC and CCC. Ian Stephens (Cumbria Tourism) to also join this panel.

**ACTION:** Richard Griffin to check if Allerdale comms person would like to join or this should be covered in another way.

Steve Smith will look at each bid to check if any are immediately discounted on grounds of cost. Then:

Area of work	Assessment method
<b>Baseline research – perceptions</b>	Panel individually score against agreed criteria. Conference call to discuss and agree result.
<b>Baseline research – economics</b>	Panel individually score against agreed criteria. Conference call to discuss and agree result.
<b>Cumbria and the Lake District campaign</b>	Panel individually score against agreed criteria. Conference call to discuss and agree shortlist. Shortlisted candidates invited for interview before panel decide preferred bid.
<b>Media Monitoring</b>	Panel individually score against agreed criteria. Conference call to discuss and agree result.

### 4. Dates for next meetings

Thursday 29<sup>th</sup> November – 10.00 – 16.00. Venue tbc – possibly offices of Cumbria Tourism.

Thursday 13<sup>th</sup> December – 10.00 – 16.00. Venue tbc – as above.

**ACTION:** Richard Greenwood to check CT meeting room availability and book a room for both dates (come back to 3KQ if nothing available).