

<p>Members felt that the festival was an incredible success, and a brilliant idea. Thanks was passed onto the Communications and Engagement team, and the work of volunteers Debbie Shore and Zsuszi Lindsay and Faye Hargreaves.</p> <p>Running the festival online meant the reach was broader. We need to keep an eye out for funding opportunities to showcase local activity leading up to COP26 in 2021. If we run a blended festival next year the timing of the live events would be worth considering. It was felt that attendance would be greater in the warm summer months than in November, alongside COP26. It would be more child friendly. Running the festival at a different time to COP26 would also likely highlight our work outside Reading - as we wouldn't be competing for media space.</p> <p>Developing an annual rolling Communications strategy is the next challenge.</p>	
<p>Communication and engagement update</p> <p><u>The full strategy and action plan</u> is now launched and on website. PM was thanked for his work on the narrative, and Rich Lucas – the graphic designer who was very cost effective and did a great job. The 4 page summary on ReadingCAN is also now available to circulate, and print copy will be circulated to libraries and alike in due course.</p> <p><u>The Launch event</u> attracted over 160 registrations, with over 70 attending the event itself. We did have some unwelcome guests who hacked into the event, which was an unpleasant experience for attendees. The event recording however was not affected. There has been an investigation carried out by Reading Culture Live, who provided the IT support. Hacking is an occupational hazard when holding an online public event – as anybody can register. We will investigate different platforms for future events.</p> <p>We are preparing a statement on what happened and what we have learnt from it. KB to circulate this to all attendees.</p> <p>All to respond to KB email in regards reaching out to your allocated attendees – with a request for their endorsement of the strategy and action plan. Also to explore with these contacts opportunities to get more involved moving forward.</p> <p><u>Website</u> – this was launched on time. The blog section is hidden for now as 75 posts have been exported from the previous website and some need filtering and reformatting before they can be displayed to the public. A process for contributing new content is being developed. The Case Studies section needs content before we can launch this section. A mobile optimised version of the site should be ready in the next couple of weeks.</p> <p>The content management system was discussed. In the past we had a website team where each theme allocated a person to upload material onto the website. Challenges were shared about this arrangement such as being nervous to contribute as they were not familiar with the process; finding a suitable person in their group – as some had too technical knowledge and some had bias, or just specific knowledge. Another theme was limited to what they can publish due to external restrictions. It was agreed that we want to keep the website as useful and updated as possible. Not</p>	<p>KB</p> <p>All</p>

<p>all information needs to be website content, social media can also be used – for example to signpost to external sources.</p> <p>TRC to develop a one page template (via comms and engagement team) on how different types of content can be shared in the system (i.e. social media intervention, website) and who to contact.</p> <p>NG highlighted that it was vital that theme leads communicate in a representative and not individual manner – as we are representing our particular theme and all those who have contributed.</p> <p>It was decided that a web content group will be set up to manage the uploading of new content to the website, and that theme leads will pass information to them.</p> <p>PH and KB volunteered to be part of this team.</p> <p><u>Communications and marketing plan</u> TRC highlighted that we currently have an active communications and marketing team of 5 members, and they are currently working to develop an annual Communications and marketing plan going forward. They plan to hang activities onto national events and the RBC calendar. There will be different focuses at different times, working with theme leads to get messaging right. We have applied for a Government Kick Start employee to work 25 hours a week for 6 months – which is fully funded - to support on communications and events. To start in January ideally. Comms and engagement team to identify other sources of funding for communications work. The lottery is a possible source.</p> <p><u>Reporting on Action Plan</u> See AOB</p>	<p>TRC/KB</p> <p>TRC/KB</p>
<p><u>Governance update</u></p> <p>TD shared the Governance briefing paper. TD stressed that the document was intended to highlight ReadingCAN’s identity in constitutional terms and was not intended to be a commentary on the excellent work that has been done by ReadingCAN.</p> <p>Some additional comments were made by members on the paper regarding funding etc.</p> <p>TD supported the points suggested.</p> <p>TD/PM to update paper and resend to all</p> <p>TRC is supportive of the process and felt it was important that we have a defensible mandate, and the ability to applying for funding is very important. It is possible to be more than one entity – depending on what fits purpose best.</p> <p>All agreed to endorse the paper</p>	<p>TD</p> <p>TD/PM</p>

<p>BB highlighted that much work had gone into the original terms of reference for the partnership. This background needs to contribute to this review</p>	
<p>AOB</p> <p>It would be useful to have a RCCP Zoom account that can be shared with theme leads to help run their meetings. KB – to get a zoom licence for all to use</p> <p>Research is needed to identify the best online resources and tools for long term data management/sharing, online collaboration, events and meetings. All to contact KB with contacts of someone who could support us with this</p> <p>All Theme leads need to consider saving their documents centrally. Information governance will be part of the governance review.</p> <p>TM spoke about schools engagement and what is being planned, and whether Harriet Neville has a remit for state and private schools. KB highlighted that she is meeting regularly with Harriet and are developing a new half termly newsletter for schools to highlight options and ideas for them to engage with climate change work.</p> <p>TD gave a presentation with Prof Nigel Arnell at Bracknell Forest which went well with much interest in the Reading Strategy. He also highlighted this new report: https://www.green-alliance.org.uk/resources/The_local_climate_challenge.pdf</p> <p><i>Reporting on Action Plan</i> PM stated in chat function of meeting: Quarterly monitoring of progress with action plans and an annual report. The end of Q1 will be mid – Feb. PM stated that we can probably devise a template for the monitoring report.</p> <p>Theme leads to start thinking about how you might go about updating your action plans.</p> <p>It was agreed that RCCP operational team will work to design a template for reporting</p> <p>Date for the next meetings: Tues 9th Feb 10-12noon Tues 18 May 10-12noon</p>	<p>KB</p> <p>KB/BB</p> <p>All</p> <p>Theme Leads</p> <p>PM/BB/ TD/TRC</p>