



Engagement Group Minutes
08/12/2020
Zoom

Invited	Graham Clingan Stockton Borough Council; Lucy Chapman Groundwork Trust; Jennifer Hagan Teesside University; Ambroise Baker Teesside University
Apologies	Clare Deasy Northumbrian Water; Rachel Murtagh TVNP
Chair	Paul Clarke Middlesbrough Borough Council
Secretariat	Louise Richards Tees Valley Nature Partnership

Agenda Item	Notes	Action
Minutes	– Minutes from the last meeting Review of the last meeting’s outstanding actions	
Marketing and Communications Update from Gill	<ul style="list-style-type: none"> ▪ R\\evolution’s work started before the pandemic, so the approach changed due to the pandemic ▪ Due to the shift a focus on digital delivery made sense ▪ A series of focus groups were interviewed to get a sense of current audience perception ▪ Delivery included a brand toolkit, social assets, language, website update, PR and communications assets and contacts and a marketing and communications strategy 	Group to read through the marketing and communications strategy
Update from Rachel	<ul style="list-style-type: none"> ▪ We need to plan our engagement for the next year linking to NLCF bid - some SMART targets we can track? If Jen attends from the Business School could they guide us/you with the planning of this(techniques)? ▪ As well as our ‘outreach’ broader engagement we need to track our strategic engagement as well (i.e. capture and record the work and contacts I am making) ▪ Do we need to consider commissioning some expertise around engagement - perhaps Gill may have a take on this? <ul style="list-style-type: none"> – It’s not so much expertise as people power that we need – Is there any evidence engagement isn’t efficient enough? Need to set targets ▪ Information strategic engagement this year: <ul style="list-style-type: none"> – Letter to Mayor resulted in meeting with Paul Booth (chair of the LEP/ Commissioners on Environmental Justice Commission, Governor of Teesside Uni...) & Julie Gilhespie CEO TVCA 	<ul style="list-style-type: none"> ▪ We need to work out targets and see if we can meet them on our own before we decide on commissioning ▪ Engagement has simplified whilst it is virtual and we need to utilise this

¹ TVNP is hosted by, and accountable to Tees Valley Wildlife Trust registered charity # 511068 and as such any financial transactions are regulated by the Charity Commission

	<ul style="list-style-type: none"> – Meeting with STDC/TeesWorks set up by Paul Booth with INCA, EA, NE Tim & I (not very inspiring with good to put faces to names) – Meeting with Prof Simon Hodgson Pro Vice Chancellor & Head of Innovation who is the lead for the new £13m Net Zero Innovation Centre at Teesside Uni & Laura Sillars from MIMA. Amongst other things we had a discussion about a MoU with the University (which could garner support for TVNP across all the schools not just science). ▪ FestivalUK 2022 https://www.festival2022.uk/ – Tees Valley Nature Partnership has been asked to be part of one of the 30 creative teams taking part in the first phase of the Festival UK* 2022 This is a £3 million research and development programme which gets underway this week. 10 teams will then be selected to deliver a multimillion-pound, mass public engagement festival. Our diverse team of scientists and artists from the Tees Valley are coming together to research and develop a public art project which aims to address climate change and social justice. 	
Conference Feedback	<ul style="list-style-type: none"> ▪ Virtual coffee rooms – the feedback we’ve been getting from different channels is that we need to make the conference more interactive ▪ Twitch and BBB issues – many councils had issues accessing the conference from work devices. ▪ YouTube statistics 	The Twitch issues need to be fixed before the next online conference
End of year social media statistics	An update on the statistics from Twitter and Facebook	LR and RM to work on a ‘theme’ for each month for social media to maintain interest rather than have peaks and troughs in engagement
Engagement Plan for next year	<ul style="list-style-type: none"> ▪ A possibility could be to establish an area-based approach - focus on local boroughs at certain times to engage with local communities ▪ Need to think how we utilise experience in the partnership ▪ The message and content is more important – so long as we all share the same message repetition isn’t a problem ▪ Helping others with online events – can give advice but would need to decide on a case by case basis on facilitating events 	LR to discuss with Jen about working with her Events students
AOB	<ul style="list-style-type: none"> ▪ Need to pick a focus for the next meeting – social action is a clear focus from this meeting 	
Next meeting	Monday 9 th March 10.00 am	