
Confidential Minutes

Agenda item: 12
Drafted: 04.02.14

Confidential minutes of the meeting of the Board held on 14 January 2014 at City Hall.

These minutes are in addition to the public minutes of a meeting of the Board on the same date. The Board resolved, under section 15(2)(b) of schedule 18 of the Greater London Authority Act 1999, that by reason of the confidential nature of the item(s) to be discussed, it was desirable in the public interest that the public should be excluded for this part of the meeting.

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Present

Members

Chris Brown, Richard Dilks, Glyn Kyle, Stephen Locke (Chair), Abdikafi Rage, John Stewart, Ruth Thompson

Secretariat

Tim Bellenger	Director, Policy and Investigation
Janet Cooke	Chief Executive
Richard Freeston-Clough	Communications Officer
Robert Nicholls	Policy Officer
Sharon Malley	Executive Assistant (minutes)

1 Confidential minutes of the meeting on 26 November 2013

The confidential minutes of the Board meeting held on 26 November 2013 were agreed and signed as a correct record.

2 Communications strategy (LTW463)

The Communications Officer said that the draft communications strategy had last been considered by members at the October governance committee and at a meeting with Chris Brown. The version now circulated reflected those discussions and included more detail about audiences and the stakeholder mapping exercise.

Members agreed that the document was an improvement on previous versions and noted that a full list of stakeholders in an appendix might be useful. There was

some concern that the mention of transport user events did not reflect previous discussions and the Board agreed that the issue of transport user events should be reviewed again following the final committed event in Enfield. A member said he saw some value in the events and that some of their value could not be assessed in a formal way. He noted that the document was intended to be strategic rather than operational and that it could be interpreted as necessary in the coming years.

The Chair said he thought the document was a useful way forward and contained good information on the tools of communication but was missing a strategic focus. He thought it needed to highlight what was proposed to be done differently in future with a strategic context setting out the nature of the challenges ahead and how they would be addressed. It was also important to highlight the tension between profile and influence. He thought that the key parts of the strategy should form a standalone document that could be published – this need not be more than a few pages. Meanwhile the more detailed operational material and discussion of individual tools, such as the stakeholder mapping, should not be published.

The Director, Policy and Investigation, said that it was important that the timing of communications was right, for example that communications about the Northern Line need to be made at the point when people are contemplating decisions about it. This should be added to the opening section.

Members considered the individual sections of the strategy in detail. It was noted that the Communications Aims section should include reference to other forms of intelligence gathering, such as social media.

On Key Messages, a member suggested breaking the first paragraph into three bullet points.

On Values, a member questioned why London TravelWatch would consider it a core role to communicate its values. The Chief Executive said that the intention was not to communicate values but to show how the communications strategy reflected London TravelWatch's values.

On Ways of Communicating, it was suggested the list be re-ordered in order of importance, reflecting the different levels of impact of different ways of communicating.

It was suggested that Approach to Communications should appear towards the front of the document as part of the strategic information. It was agreed that at the end of the first paragraph, the words "views of" should be changed to "developments in". It was noted that profile could sometimes assist influence but that profile was a means to an end, not an end in itself.

It was suggested that the reference to the dated nature of London TravelWatch's website be deleted from the Website section as the site was being refreshed.

On the Social Media section, it was agreed that the focus on Twitter rather than Facebook or LinkedIn was appropriate.

On Extending Influence, it was agreed that the second bullet point should just say "groups" rather than listing them individually. It should also include reference to the possibility of working with think tanks.

It was agreed that the value of the transport users engagement events would be reviewed following the event in Enfield to ensure they achieved the aims set out in the Communications Strategy. It was noted that the events sought to mitigate a risk that London TravelWatch could be seen as not representing the views of transport users. The engagement events presented an opportunity for London TravelWatch to test its views in discussion with transport users across the capital.

On Appendix A, the Chair said he was concerned that there was a risk that the focus was too much on the transport industry and not enough on the public or consumer interest. It was agreed that Appendix B was useful but not for publication.

It was agreed that members would need to see the Communications Strategy again before it was finalised. Members should give detailed comments to the Communications Officer by 24 January.

Action: Communications Officer, Members

3 Meeting review

Members agreed that the presentations had been useful and informative and noted that they may need to return to travel demand management at some point in the future. It was noted that Vernon Everitt had underplayed TfL's decision not to close the Northern line over the holiday period. It was also noted that TfL was not thinking enough about buses in its travel demand management work, relying more on the tube network. It was agreed that the Chief Executive would write to Vernon Everitt to highlight the bus-related points made by members at the meeting.

Action: Chief Executive

No reputational or operational risks arising from the meeting were noted.