

LINK CAMPAIGNS REVIEW MEETING

5 JULY 2007, NTS OFFICES, EDINBURGH

PRESENT

Group Members: Françoise van Buuren (Chair), Anne McCall, Calum Duncan, Dan Barlow, Ian McCall, John Hollingsworth, Jonny Hughes, Julia Harrison, Lloyd Austin, Nicola Golding, Stuart Hay, Susan Warren

Staff: Jen Anderson, Ylva Haglund, Jane Herbstritt, Adean Lutton

Apologies: Lang Banks, Fred Edwards, Andrew Fairburn, Helen McDade, Jess Pepper, Angus Yarwood

1. BACKGROUND

Françoise van Buuren chaired the meeting to review what worked well from the previous campaigns; to identify any lessons learnt; and to consider the best way forward for future LINK campaigns.

2. SUMMARY OF THE WAY FORWARD AGREED

The following was agreed by the meeting:

LINK's strengths were advocacy, influencing and task forces' work; also, its synergy and additionality. Future campaigns should focus on LINK's strengths of facilitation and co-ordination.

There is a strong role for LINK with continued campaigning, although with greater analysis of what/who/where and how.

LINK should no longer do election campaigns per se, but have an awareness of the role of elections in terms of messaging opportunities on particular issues.

LINK should continue with everyday advocacy (such as via task forces) and manifesto work and with 'mini' campaigns such as TPRA, bringing the advocacy part of our campaigns into LINK's parliamentary work as resources permit.

For the future, the common ground was behaviour/attitude change.

The campaign for behaviour/attitude change should be developed so as to complement the task force work programme, especially advocacy and parliamentary work, and be informed by Simon Pepper's recent 2020 work.

LINK should lead on solutions and actions to solve problems.

LINK should seek opportunities to look ahead and take a wider view.

Single, clear messages are the most effective.

Target audiences should be carefully defined.

Future campaigns should focus on issues and not on election timetables.

3. SUMMARY OF THE NEXT STEPS AGREED

The following was agreed by the meeting:

Broad campaigning will be put on hold until the consultations by Simon Pepper with other networks, which is looking at potential for a joint work programme on behaviour change, has reported, and unless a task force identifies a specific 'ask' (such as the TPRA) that can be resourced, either by the task force and/or its members, or as a central priority.

At that stage clearly identify the scope of a wider/larger campaign.

A separate identification and analysis of barriers and opportunities, and LINK's related role should be prepared.

Identification and analysis of opinion formers and those who resist/challenge any change.

Identification of the mechanisms and processes available to LINK, and costs.

Combine the budget for the campaigns review and LINK 2020 and bring the two strands brought together.

After Simon Pepper's final report has been received, and before congress in November, a facilitated meeting should be held to consider these issues and to draft options. It should include others such as task force convenors, COEs and main reps, and it should be lead by a facilitator/'external' expertise from someone who already has an insight or experience of LINK.

Day 1 of congress to consider the campaigns review, Simon Pepper's report and the options, and day 2 to reach/make decisions.