

PEOPLE & COMMUNITIES TECHNICAL COMMITTEE

DATE and TIME –Monday 8th February – 14.00 hours

VENUE: Chadwick 101 (1st floor) UCL Gower Street London WC1E 6BT

Attendees:

Name	Affiliation
Dr Eleni Tracada (Chair)	University of Derby
Dr Kemi Adeyeye (acting Co-Chair)	WATEF Network Lead
Dr Sarah Bell	UCL
Suzy Armsden	WATEF Coordinator, University of Brighton
Cath Hassell	Ech20
Karen Strandoo	Energy Savings Trust
Luke Wynne	Global Action Plan
Neil Sephton	First Wessex
Ana Millan-Villaneda	Consumer Council for Water
Peter Curtain	Allerton Communications

Apologies:

Name	Affiliation
Bill Kirkup	CAG Consulting
Clive Coley	Independent Management Consultant
Dani Jordan	Waterwise (on leave)
Emma Jones	CAG Consulting
Mindy Hadi	BRE
Safa El Jamal	Brunel University

1. The meeting began with everyone introducing themselves – welcome to new members : Karen Strandoo, Luke Wynne, Ana Millan-Villaneda and Peter Curtain.
2. Thanks to Sarah Bell for hosting the meeting, for co-chairing the Committee and Happy Birthday to Sarah.
3. Looking for new co-chair to work alongside Eleni Tracada – Kemi has stepped in as Interim co-chair in the meantime
4. Main purpose of meeting is to decide what the Committee is going to do going forward – we should work with what we have at the moment – has everyone read the strategy document? Discussion ensued around what do we want to be our impact within our scope of

- reference? What do we want to do? What do we need to achieve?
Next steps are to try and define a framework – how do people and water interact?
5. Event on behavioural change suggested – perhaps at Arup? Perhaps visit a case study – do a short video and make that into event. We could make a video of the field trip to Rotterdam and get it edited in Bath at Uni TV studio. Event should be post conference – post feedback
 6. Signposting Information: We need to pull together information gathered by Committee e.g. case studies and make it more accessible to people. Uploading onto website one possibility but how do we monitor who accesses information and get feedback? Information is available via many different avenues. We need to explain to the end users “why, what, and where”? Anything community based not just behaviour based.
 7. How does WATEF network differ from Waterwise? The network disseminates information – has a broader scope. Network adds value – any presentations made at events is uploaded onto website immediately – try to reach a wide audience as possible. Need to attract people to WATEF website and have good use of social media like Twitter.
 8. How to disseminate information – perhaps ask each submitter of data to write a couple of paragraphs (precis) of research project e.g. summary of project, project leaders information etc.
 9. Case studies: we need more case studies – Luke Wynn to supply Suzy with details of case study in Tysley. **Action:** Suzy to upload current case studies onto Committee section of web site.
 10. Branding: We need photographs and blurb about Committee members – this is People & Communities – so we need to be more visible to everyone. **Action:** Suzy to supply everyone with template for photo; Everyone to supply Suzy with blurb and suitably sized photo. Offer to carry external content on website.
 11. What defines the P&C Committee? It’s mainly human based relationships – the case studies should give a good human angle.
 12. Generating original content is difficult – set up blog area. Create a monthly blog – every month different blogger from Committee. **Action:** Cath Hassell to administer P&C blogs and send to Suzy to upload onto website on monthly basis. Cath to draw up blog rota – blog should be personal angle and not corporate/company angle. Need to be interesting for people to read and something blogger is interested in. **Action:** Everyone to send blog ideas. Blog to start in March 2016.
 13. Festivals Team: Latitude, Glastonbury, Burning Man festivals – we need someone to go onsite – make video of how festival goes

- interact with toilets – contact Noel Neath at Neoperl (Suzy; is he not of Brighton Uni//) perhaps? **Action:** Kemi/Neil to head up Festivals team (together with TV studio guy in Bath) Videos should be 2 minute sound bites. Timeframe – May if possible.
14. Scope to include how things work in other countries – **Action:** Ana to send Suzy BBC podcast link to circulate and put on website – Nina Inventing Toilets.
 15. INFOGRAPHICS – discussion on using these for visual graphics on web site and social media to draw attention to website. **Action:** Peter and Karen to assess – come up with plan.
 16. Conference: P&C Committee has own slot at conference: **Action:** Eleni to lead on committee presentation.
 17. New co-chair – it was decided that Neil Sephton will be new co-chair alongside Eleni Tracada with immediate affect.
 18. AOB – need for mission statement – need “strapline” on front page; need to make any event pay for itself; need to update P&C web page to make aim of Committee clearer, add more information etc.