



**Minutes**  
**HARLOW 2020 PARTNERSHIP BOARD**  
Friday 23 May 2008, Council Chamber, Civic Centre,  
The Water Gardens, Harlow

**PRESENT:**

Cllr Eddie Johnson	Essex County Council
Jackie Sully (JS) (Chair)	Rainbow Services
Malcolm Morley (MM) (Vice Chair)	Harlow Council
Lynn Seward (LS)	Harlow Council/CYPSP
Andrew Bramidge (AB)	Harlow Renaissance
Bill Rammell MP (BR)	MP for Harlow
Cheryl Lowe (CL)	GO East
Cllr Chris Millington	Harlow Council
Supt. Simon Williams	Essex Police

**IN ATTENDANCE:**

Liz McGranahan	West Essex PCT
Andrew Murray	Harlow Council/Homes & Neighbourhoods Action Group
Adrian Coggins (AC)	West Essex PCT
John Wright (JW)	Free Time Action Group
Keren Mallinson (KM)	Harlow Council
Yvette Wetton	Essex County Council
Marina Sherriff (MS)	Harlow 2020 Partnership
Becci Court	Minutes Harlow 2020 Partnership
Alex Stewart (AS)	GO East
Nicola Bowland (NB)	Harlow Renaissance
Ruth Osbourne (RO)	Communications Consultant

**APOLOGIES:**

Lonica Vanclay	Essex County Council
Colin Hindmarch	Harlow College
Rob Matthews	BAA Stansted
Robert Powell	Princess Alexandra Hospital
Jon O'Connor (JOC)	HEC/Learning & Skills Action Group
Paul Taylor	Learning & Skills Council
Alison Cowie (ACo)	West Essex PCT
Jonathan Clarke	Harlow & District Chamber of Commerce

**ABSENT:**

Cath Shaw (CS)	Harlow Council/Economic & Prosperity Action Group
Cllr Mark Wilkinson	Harlow Council
Paul Wood	East of England Development Agency

**1. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**2. MINUTES OF THE PREVIOUS MEETINGS**

**2.1 7 December 2007**

The minutes of the meeting were agreed as a true record.

- 2.2 7 March 2008  
The minutes of the meeting were agreed as a true record.
- 3. MATTERS ARISING**
- 3.1 Youth Councillors (3.1)  
A meeting has been arranged during June.
- JS to report at next Board meeting** **JS**
- 3.2 PCDL Partnership (11)  
The first planning meeting of the local PCDL Partnership will take place on 28<sup>th</sup> May.
- JOC to report at next Board meeting** **JOC**
- 3.3 Compliments & Complaints (13.1)  
MS thanked ACo for suggested improvements to the Compliments & Complaints procedure. The Board approved the updated document.
- MS to circulate and put into practise** **MS**
- 3.4 Prague 15 (13.3)  
JS advised that Prague are keen to make strategic links with Harlow and that Ian Davidson from the Audit Commission also works for the Council of Europe and had advised on a possible way forward.
- JS to keep the Board updated at future meetings** **JS**
- 3.5 Harlow 2020 membership/Information Packs (13.4)  
This item was deferred due to potential changes regarding the new structure.
- MS to report at next Board meeting** **MS**
- 4. HARLOW 2020 COMMUNICATIONS STRATEGY**  
RO presented the draft Communication Strategy and delivery plan. The document is a way of taking a strategic approach to communication to engage partners, deal with local challenge and to make the best use of professional resources. The Board discussed the Strategy and raised issues. A more concise form was suggested. Supporting development rather than enabling development was important and to focus on the recognition that a number of partners were already undertaking pieces of related work. Costs for this work are also limited.
- MS to link in with Harlow Renaissance and partners to avoid duplication of work** **MS**
- Harlow 2020 have already begun work on a Communications Directory. The Board agreed that a Task & Finish Group was required to plan and prioritise the Strategy.
- MS to email members and arrange group and meeting date** **MS**
- 5. ASPIRE TO PERFORM (A2P)**  
CL presented the Regional Improvement & Efficiency Strategy and spoke of developing the right tools and support for LSPs by working together. Harlow 2020's A2P participation has enabled changes to be made. Other LSP issues have highlighted where more support is needed and a programme is being developed for implementing this. 'Leadership of a partnership' support is also being developed and group 'peers' could help other LSPs. Identifying LSP strengths in areas would assist others and AS is developing this with the A2P self assessment tool kit. Regional LSP networking provides an opportunity to share good practice and have discussion with other LSPs.

## **6. HARLOW 2020 STEERING GROUP**

### **6.1 2020 Roles & Structure**

The Roles & Structure paper was discussed and alterations were considered. The Board also agreed to delete the use of 'Public' in 'Clarifying Roles' - point 1. The Board noted that delivery and strategic differentiation had been made in the report. Thematic leads and Task & Finish groups would be one body, being the main structure change to enable intelligence gathering for developing ideas where there are gaps in service provision. The SHP and CYPSP contribution to the Steering Group would give a very clear focus in terms of overall strategy. Task & Finish groups would need to have a clear remit. A point was raised that Councillors were keen to engage in the work of 2020, there being expertise both within Harlow Council and Essex County Council. Engagement with the new administration was required. Delivery organisations could now see where they fitted in and reported to. The Board agreed to adopt the new format. Thanks was added to all participants for their input.

**MS to amend document and email to Board members**

**MS**

## **7. HARLOW PUBLIC SECTOR BOARD**

With funding secured from the Regional Centre of Excellence and Capgemini undertaking the stakeholder interviews with regards to partnership strategy, Harlow is undertaking this pilot work with the view to a regional roll-out programme.

**MM to provide a full report at the next Board meeting**

**MM**

## **8. LAA2 AND HARLOW LAA2**

The LAA2 Essex Document was agreed by ECC on 6<sup>th</sup> May and will be signed off in June by Ministers. Harlow LAA2 indicators have been submitted and will form the Harlow Chapter of the LAA2. Harlow indicators will pick up specifics just for Harlow. JS was pleased to announce that N17 (Third Sector) had been adopted by Essex. The Board thanked MS for her work undertaken on the LAA2.

## **9. HARLOW 2020 FINANCE**

The Board discussed expenditure for 2007/8 noting that part of the under spend was due to lack of support staff during this time. The budget for 2008/9 raised questions regarding the contingency and miscellaneous headings – both of which should be more specific, specifying that the funds were actually a reserve for future development. Consultancy fee costs were explained as covering a future Away Day Conference and the Communications Strategy report and were based on last year's spending. The Board agreed that the Communications Strategy would require a certain amount of the contingency funds. The Board agreed the 08/09 budget.

## **10. HARLOW 2020 EVENTS 2008**

### **10.1 Harlow Town Show**

JS advised members that Harlow 2020 would be participating in the Town Show on Sunday 31<sup>st</sup> August and would be sharing a marquee with partners.

### **10.2 Evening Event**

The Key Achievements Document will be launched in the near future at an evening event. The Board discussed a 'Citizens of Harlow' event and JS proposed Christmas time to encompass this. Young Citizens, Good Neighbours etc could be included within this event and the Board agreed to support this. BR added that an event for the public to question and challenge Harlow 2020 still needed to be taken forward.

**JS and MS to work on proposal for next Board meeting**

**JS/MS**

## **11. 2012 OLYMPICS**

Tessa Jowell's visit highlighted Harlow's opportunities with the forthcoming Olympics. Harlow's Gateway Leisure Centre has been earmarked for an official training camp which was great recognition for Harlow. A small sub group has commenced on a draft strategy document – but there was still further work required to complete this. Work was also being undertaken to

include churches and volunteer participation as well as the Lea Valley involvement. Young people need to get involved and to be inspired. The branding and marketing logo was being re-visited.

## 12. **BRANDING**

AB and NB presented 'Branding Harlow'. A concept to underpin the brand is being developed to change the external image and perception of the town. The brand would be launched at the Town Show and will define where the town is and where it is going, embracing change to create a better place. The Strap line 'Harlow – See Something Different' was discussed by the group. The wording picks up the passion, pride and boldness which came out of the consultation process.

A Task & Finish Group is needed to work with Harlow Renaissance to drive the implementation of the collective marketing campaign. The brand needs to be owned by Harlow 2020 and needs organisational and community 'buy in'. The group felt that taxi drivers needed to be particularly targeted following negative comments made regarding the town and local people also needed to be involved. MM questioned the requirement of yet another logo.

**NB to liaise with MS to set up dates for meetings**

**NB/MS**

## 13. **SOCIAL MARKETING**

AC presented the brief on Social Marketing. The PCT is undertaking a Social Marketing exercise on Harlow men that smoke and require new and existing services to be targeted differently to address inequalities. They have found that 'Anger Management' courses for example can identify co-behaviours such as heavy smoking. The PCT can target their service delivery in this way.

Social Marketing can be contextualised within LSP business by a collective work programme similar to the Communications Strategy. A Task & Finish Group could possibly look at this. The Board agreed that there is potential in using this approach although initially it looks an extensive programme of work. A suggestion was made to initially undertake a smaller piece of work, for example using one or two of the Harlow LAA2 targets.

**MS to email AC to take this forward and bring recommendations back to the next meeting**

**MS/AC**

## 14. **QUESTION TIME**

*Mr Harenburg gave the opinion that Branding and Social Marketing are linked together and was pleased these functions are working on behalf of the people of Harlow. With regards to the recent suicide headlines, the newspapers need to give a more positive view of Harlow.*

- The Board agreed and suggested individuals can lobby and ask that positive stories be included in the local press regarding the recent suicides. National Express have expressed their concern and want to work with local agencies. The PCT will also be meeting with British Transport Police and with Harlow Council to respond to this collectively.

**LS to feed back to the Board at the next meeting**

**LS**

## 15. **ANY OTHER BUSINESS**

### 15.1 Essex Compact.

The Essex Compact has now been signed off and agreed.

### 15.2 HDC Chairman's Aspirations Project

The launch took place on 21<sup>st</sup> May with several recommendations. This ties into Harlow 2020's aspirational issues and needs to be taken forward.

**JS, LS, JOC and MS to discuss and report back at the next meeting. MS to arrange**

**JS/LS/JOC/MS**

15.3 Joint workshop

A joint workshop is being held with Harlow 2020 and Harlow Renaissance at the Study Centre on Wednesday 11<sup>th</sup> June at 5.30pm. This will provide an opportunity to share thoughts and ideas for Harlow Council as they develop the Local Development Framework. Jennifer Burns will provide a presentation (previously deferred from this meeting). The Local Development Framework requires as many partners as possible to feed into the process.

**A discussion paper will be produced in advance between CS and AB** **CS/AB**

15.4 Thanks

JS thanked both JW and KM for their valued input into Harlow 2020 and wished them both well, today being their last meeting.

**16. DATE OF NEXT MEETING**

The next meeting will be held on Friday 5<sup>th</sup> September in Committee Rooms 2A&B at 10.00am.

