

ACCESS Joint Committee

Date: 6 September 2021

Report by: Officer Working Group

Subject:	Communications
Purpose of the Report:	To propose Elected Member spokespeople for the ACCESS pool and provide an update on associated training arrangements.
Recommendations:	<p>That the Committee:</p> <ul style="list-style-type: none">• note the report;• agree to the proposed Elected Members spokespeople as detailed in paragraph 3.1 of this report; and• note the associated training arrangements.
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1. Background

- 1.1. At its meeting of 7 September 2020, the Joint Committee (JC) considered a communications paper from Hymans Robertson. The recommendations agreed by the JC included:
 - that external support be sought to implement the pool's communication plan;
 - that the ACCESS Support Unit (ASU) Director be confirmed as spokesperson for ACCESS "in the first instance".
- 1.2. Subsequently, a procurement process was undertaken and a recommendation to appoint Engine MHP to provide external communication support for a period of 2 years was agreed by the JC at its meeting on 12 November 2020.
- 1.3. At its meeting on 8 March 2021, the JC noted a report from Engine MHP including an outline of media training arrangements for spokespeople.
- 1.4. A draft of this paper was also shared at the informal virtual Elected Member ACCESS briefing on 25 June 2021 enabling the matter to be socialised and initial discussion to take place.

2. Elected Member Spokespeople

- 2.1. In discussions during the JC meetings on both 13 January 2021 and 8 March 2021, JC Chairman Cllr Kemp-Gee outlined his thoughts on how individual JC Members may undertake the role of spokesperson on certain matters.
- 2.2. This approach would establish a profile of areas of ACCESS activity, each of which would have a spokesperson or spokespeople. The suggested profile would include:

Activity	Covering
Responsible investment	The political and implementation aspects of the work currently being undertaken by Minerva.
Governance	To include work alongside legal advisers Squire Patton Boggs where appropriate.
Media strategy	To focus on the strategic aspects of communications and media engagement.
Political, Governmental Relations, Parliamentary, Inter-Pool, Overall Strategy	To include media dialogue in and around pooling structures and Government consultation.

2.3. In outlining this profile, two principles, are underlined:

- that the ASU Director remains the spokesperson “in the first instance”, directing lines of enquiry where appropriate and covering any public comment required in relation to the ACS Operator; and
- that there are political dimensions to aspects of the pool’s media engagement which are appropriate for Elected Members to undertake, rather than officers.

3. Proposed Elected Member Spokespeople

3.1. Cllr Kemp-Gee’s proposals on fulfilling the roles of Elected Member Spokespeople are set out below:

Activity	Suggested JC Member
Responsible investment	Cllr Fox (East Sussex)
Governance	Cllr Oliver (Norfolk)
Media strategy	Cllr Soons (Suffolk)
Political, Governmental Relations, Parliamentary, Inter-Pool, Overall Strategy	Cllr Kemp-Gee, JC Chairman (Hampshire) Cllr Barker, JC Vice Chairman (Essex)

4. Media training

4.1 The Annex to this report from Engine MHP includes background to the role of spokesperson, details the media training to be made available and an outline of the support provided by the press office function.

4.2 At the time of writing dates for training were being finalised.

5. Conference activity

5.1 At the LAPFF Strategic Investment Forum on 5 July, ASU Director Kevin McDonald participated in a panel discussion on Multi Asset investing.

5.2 At the forthcoming LGC Investment Summit on 9 September in Leeds, Kevin McDonald will chair an officer session on partnership working.

6. Recommendations

6.1 That the Committee:

- note the report;
- agree to the proposed Elected Members spokespeople as detailed in paragraph 3.1 of this report; and
- note the associated training arrangements.