

CTC/Charitable Trust unification.

Draft Coms plan.

Purpose of document

Staff have been tasked by Council with creating a plan to deliver the Council's objectives at the 2010 AGM. To achieve this 75% of members voting on the club charity merger at the AGM have to vote in favour, a simple majority is not enough.

Therefore an overt communications strategy in favour of the proposals will be commissioned - clearly carried out on behalf of council by staff.

As the Committee with oversight of CTC's communications and marketing plans the Way Forward Committee is asked to overtly endorse this plan.

The information below is a draft to inform your endorsement of the plan and to allow you to offer your insight in to how the plan might be delivered.

Way Forward Committee decision

Is this correct expression of Council's wishes?

1. What outcomes do we want our communications plan to support?

Council Actions/outcomes to be achieved by the Coms plan.

Agreement by Council to proceed at Extraordinary Council Meeting Feb 2010
75% member vote in favour at 2010 AGM
No procedural hangover/challenge
Minimise residual dissatisfaction

Actions/Outcomes for members to be generated by the Coms plan

Find out, be informed
Have your say
Vote

2. Council actions/outcomes to be achieved by the Coms plan.

What do we have to do to achieve our outcomes?

a. **Agreement to proceed at Feb ECM:**

Confidence of Council in process and detail
Confidence that everyone who feels they should be consulted has had a channel to make their feelings known
Clear analysis of feedback during consultation, support, clarifications and objections clearly identified, quantified and addressed where appropriate.
Adoption of changes put forward by members where appropriate
Motions for AGM understood and accepted by Council

b. 75% in favour of Council position achieved at AGM

Quality of arguments and presentation
Ability and willingness of lead Councillors to respond to arguments against
Recognise that the “no” vote will motivate proxy votes, therefore campaigning against passive acceptance and encouraging turnout
Not allow a “no” campaign to gain momentum in wider arenas such as external forums or in one particular region without intervention
Make a place for the “passive” voice – solicit commentary from the less engaged – sampling, vox pop, focus group, surveys etc.

c. No procedural hangover/challenge & Minimise residual dissatisfaction

Clear adherence to procedures on documentation, notice periods etc
Overt focus on consultation and willingness to amend plans
Access to legal advice as issues are raised, close out challenges as they arise, don't let them build up.
Willingness to debate, bring multiple voices to the debate, not allow a single voice to dominate
Strong sense that “fairness” has prevailed

Way forward input

What else is needed?

What resource is the committee putting behind the plan?

Are individuals committed to supporting the Coms plan?

3. Actions/Outcomes for members to be generated by the Coms plan

What do we have to do to achieve our outcomes?

a. Find out, be informed

Accessible information
Understandable information
Responsiveness to enquiries
Knowledgeable spokespeople
Pros and cons provided
Awareness of the commitment of Council – not an officer led decision

b. Have your say

Clear feedback channels

Places for debate

Not allowing small number of individuals to dominate the debate – on forums, letters etc.

Make a place for the “passive” voice – solicit commentary from the less engaged – sampling, vox pop, focus group

c. Vote

75% yes vote achieved

Essential to attract at least 75% support amongst proxy voters

Motivating the passive supporters

Making voting easy, transparent

Clarity of the issues

Way forward input

What else is needed?

What resource is the committee putting behind the plan?

Are individuals committed to supporting the Coms plan?

Appendix: Channel evaluation – early draft

Medium	Possible outlets	Rationale for use	Coms ideas (Brainstorm)	Specific to which outcomes?	Stengths/ weaknesses	Comments, notes	Deadlines
Face to face	Member group AGMs						Nearly finished
	Meetings/events		Regional/ country AGMs.				
			Conferences (CTC CCN)				
	Special visits		Specific debates hosted by member groups in regions				
	Council meetings		Invite members to debate, discuss Guest speakers from the “no” camp				Jan Feb April
	AGM				Too late to influence proxy votes		
	Other?						
Cycle Magazine	News	Most authoritative source reaching all members					
	Features						
	Letters		For and against page in Feb or April?				
Cycling & related press	Other cycling	Lots of CTC members read other mags, emphasises the importance	Press release changes				
		Statement of CTC values					

Medium	Possible outlets	Rationale for use	Coms ideas (Brainstorm)	Specific to which outcomes?	Stengths/ weaknesses	Comments, notes	Deadlines
		to the outside world – compare to BC					
	Other campaigning	Lots of members already members of campaigning charities, understand the issues					
	Voluntary sector press	Some members work or volunteers for other charities – understand the issues – need them to contribute					
Web site	CTC						
	Other cycling	See above	May respond to press releases or offers of features				
	Other campaigning	See above					
	Voluntary sector	See above					
Forum	General CTC forum			Vital to manage this area proactively during this debate	The quality of debate is highly variable Councillors will have to agree a response strategy		
	Dedicated CTC forum for this subject	Less to monitor, more focussed					
	External Forums	See above					
Newsnet/e bulletins/ e mailings	Newsnet		Dedicated special editions		Regular and can be linked to web or forum		
Special materials/publications	AGM voting papers						
	Other						