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**Campaigns & Impact Sub-Committee**

**Monday 21st May 2018**

**5 – 7pm**

**Room F1**

**Human Rights Action Centre**

**17-25 New Inn Yard, London, EC2A 3EA**

**Present:**

Sharon Lovell (Chair)

Johnny Luk

Mayur Paul

Jenny Ross (phone)

Bellavia Ribeiro-Addy

**Apologies:**

Ruth Breddal (Chair)

Carl Wright

Cris Burson-Thomas

Lucy Blake (maternity leave)

**Staff attending:**

Kerry Moscogiuri

Felix Jakens

Ruth Dawson (part)

Tessa Lamb (notes)

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| **Agenda topic: Minutes and Matters arising** |
| Sharon welcomed everyone to the meeting. Sharon has taken over the chair from Hannah. Sharon chair for foreseeable future.  **Matters arising:**  **ACTION:** Kerry following up on GDPR question of using legitimate interest for email communications to members. We are not able to use at the moment.  All agreed to have a session looking ahead at November meeting.  **ACTION: (Tess)** I Welcome community legacy to be added to agenda for Nov meetings  **ACTION:** Sharon to follow up with Tom: interconnection between law and policy and CISC for planning and other potential policy discussions.  Tom is unable to do Monday evenings so we will need to look at another board representative for this group.  **ACTION:** Sharon to follow up with Ruth  The minutes from the previous meeting on Tuesday 13th March were agreed. |
| **Agenda Topic: Horizon scanning** |
| Mayur asked what the impact GDPR has had on our ability to contact campaigners now that it is fully in place and if this would require any rethinks on campaigns.  Felix and Kerry said that it will have a big impact on email and response by email, it won’t affect fundraising or leading activists and we are still in process of trying get one last push. We were on target to meet engagement and now we’re falling behind. They explained that It is helping us clean our lists, saving money on sending to people who never open emails, more targeted list. There will be an evaluation in September and we will have contactability rate by September. We are Investing in new roles in digital team: acquisition and retention roles – looking at more ways to reach people, new email strategy which is very strong and involves lots of testing and refining. We are being as proactive as we can and putting measures in place, but still need to be mindful of impact.  **ACTION:** **(Tess)** Add agenda item (10 mins) for next meeting in November when we start to see a trend on work, and impact it has on campaigning streams and ask Sam Strudwick to attend.    Sharon asked the group how they feel it is running. She suggested that we think about how the group is working, and review that at the next meeting. Felix finds it very useful for sense check and gaining support and input and for connecting people. Expertise needs to be utilised well on this committee and there needs to be better working with group between meetings. The group will be very helpful in strategy development in short timescale that it has been set up; it has been very useful.  **ACTION: ALL** to think abouteffectiveness of meeting, and what following meetings could look like in line with overall strategy ie. having longer meetings: or spend full 2 hours on 1 specific thing. Getting constant input  **ACTION: (Tess)** Add to the agenda for the next meeting |
| **Monitoring and Evaluation Updates**   * Campaigns MEL update for CISC * Final report for SAR – refugee family reunion * I Welcome campaign quarterly report |
| * **Campaigns MEL update for CISC**   Ruth Dawson joined the meeting to share MEL updates and discuss how this work is evolving. Her role is to support planning, evaluation and learning; how we develop and improve processes to understand impact  She talked about the new Quarterly reporting process which moves to understanding rather than only reporting on what we’re doing. All campaign areas now have quarterly meetings with project group, we have just done first round, which was an elaboration of what happened last year. Ruth is facilitating these sessions and the meetings are used to reflect back on quarter, looking at progress against objectives ie. What has worked well, what hasn’t, successes and learnings; looking ahead, identifying changes or risks, any adjustment to strategy needed, beginning to plan for quarter ahead. This is now captured in new format and then goes to steering group and project group. Claire then extracts part of that to go into quarterly repost: making multipurpose document Campaigns input is therefore richer, incorporates much more rather than only tracking.  The first round was well-received but they are continuing to improve using and adapting processes that already exist. She explained that as we use more consistently through next cycle of campaigns, we’ll have really good body of evidence and living record of the work that is happening.  SL added that these quarterly reports could then be amalgamated into annual reports  Ruth explained that there is still a long way to go but there is value in having one portal. It will need to be used consistently and will take time and further adaption to make it work. The steering groups are working very well and it helps LT members have a grip on where work is going and everyone understands context.  Claire and Ruth attended a set of workshops IS hosted series of workshops for over 20 sections from around the world which was particularly useful to understand many challenges in common and also a lot of good practice.  The group discussed whether this reporting template would also include quantitative data and not only qualitative data. Felix explained that these reports are to start to measure most relevant information for campaign at the time, if quantitative data is part of that and there is a clear numerical target important to campaign objective, then it would be reported on. Jenny highlighted that when looking at quantitative data, we should be mindful of the misconception that bigger is better and we should look at full theory of change  Jenny asked about culture and how people are thinking about campaigns differently. Ruth explained that there has been positive progress in terms of way quarterly meetings are running and type of questions being asked and it feels like we’re giving more time and priority to reflection which is quite a shift.  **ACTION:** Jenny and Ruth to meet to discuss     * **Final report for SAR – refugee family reunion**   Felix gave an overview on the work of the coalition on the refugee family reunion work.  Sharon extended huge thank you and well done to Kerry, Felix and team for huge success. Dedication and hard work really paid off. It was definitely step in right direction and Amnesty was really leading on work.  The group discussed what happens next and how we build on that momentum. It is going to committee and will not going back to parliament before Jan/Feb next year. In the meantime, the coalition that delivered that work is growing and more groups supporting; strategizing and shoring up support from MP’s who attended; sending out to others who might be interested; opportunities with new home secretary, there might be new opportunity.  We are doing behind the scenes work at the moment, keeping an eye on the parliamentary calendar. Research is currently being done by Save the Children looking at children who are affected and will use this to front run further work;  Bell suggested looking at casting the net a bit wider on social media and involving people on Dubs amendment linking it to family reunion and to make sure remains once we’ve left European Union  **ACTION**: Felix to connect with Steve. Talk about Dubs amendment   * **I Welcome Campaign Quarterly** : being extended for 6 more months: until mid-2019   Felix spoke about the I Welcome Campaign Quarterly. The group discussed artist involvement. Many artists share our values but don’t take step to be public facing. Amnesty can be a tricky ask for artists as speaking about Amnesty can be controversial and complicated.  Football Welcomes saw good engagement with artists with lots of celebrities able to endorse which also gives clubs good coverage ie. Keira Knightly and Kaiser Chiefs. |

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| **BRAVE Advocacy Strategy** |
| Felix spoke about the BRAVE HR defenders campaign which will now run from June 2017- mid 2020. It is one of our two global priority campaigns and is a global campaign developed by IS. It is a different model from previous campaign and involves more regional and national dimensions:  The Advocacy strategy is one of three strands. Its overall aim is to get embassies and governments fully joined up and implementing strategy. Although there are some pockets of good work, there is not always good practice. There is broad support in parliament for HRD’s, and we are looking at building support and providing platform  **Updates:**  -Strategy is in place, we are looking at building up public campaigning in 3rd quarter, building up work with parliamentarians, panels at Party conferences with Idil and Lord Ahmad. Our Comms planner, Helen, is working on how this will run. Boris and Lord Ahmad lead targets.  -AI France working on global HRD conference in Paris  -October is the 100 anniversary of the UDHR.  The group agreed that there are real opportunities to try and influence change. There are gaps in implementation and very inconsistent in application. Funding issue is not always an issue as an ambassador meeting with someone could give them protection and legitimacy but is cost neutral. We will be looking at building persuasive pressure rather than being too confrontational. Bell suggested placing more pressure on Commonwealth? Starting with these countries where UK has some sway.  The group discussed the Jo Cox one off grant through Dfid due on 13th June for £10m which is meant for really small grassroots orgs and moving away from big NGO’s  **ACTION:** Look into who has a grant from this fund and how would we support them in any campaigning and connecting with the recipients of that grant |
| **AOB , Wrap up and close** |
| **AOB**  Johnny to send around details on the Conservative Party Human Rights event on 5th June in parliament.  Sharon thanked everyone for coming and Felix for all of his preparation for the meeting.  **Next meeting in September 10th**  There will be recruitment between now and then onto this group. Hannah’s term has come to an end.  **ACTION:** Tess to update email list |