



Activism Subcommittee

**Saturday 30th January 2016
10am – 4pm**

**Room F1
Human Rights Action Centre
17-25 New Inn Yard, London, EC2A 3EA**

Present:

Eilidh Douglas (Chair)
Ade Couper
Liesbeth Ten-Ham
Simon Ware
Katherine Walton
Jerry Allen
Hannah Perry
Melanie Thienard
Rose Bennett
Barrie Hay
Chris Moss
Dave Benyon

Staff attending:

Kerry Moscogiuri
Andy Hackman

Item No. 1	Agenda Topic: Minutes of last meeting and Matters arising
<p>Introduction</p> <p>Welcome to new members of the ASC Rose, STAN rep and Katherine thematic networks rep. Thank you to the retiring members Melanie and Simon for all their work and contribution to ASC. The committee approved the minutes with the following 2 amends,</p> <p>Minutes of the November Meeting</p> <p>Item no. 5: Change KM to Kerry</p> <p>Item no 3: HRE Manager delete 'the' before permanent</p> <p>Matters Arising</p> <p>Website: Andy reported on the work that the CORE team are doing to improve website access, resources and updating. The form for advocacy reporting will be updated by mid-March. The out of date list has been taken down. The STAN details and student groups now up to date on the website. ASC agreed to invite James and to the next meeting to update the ASC on progress and his plans to improve communications and processes.</p> <p>Action: Andy to arrange</p> <p>Barrie suggested we have a look at AINL's interactive case work online as part of this.</p> <p>Action: Andy to follow up with AINL</p> <p>Barrie to follow up with Jeni about improving communications between CC's and networks, groups etc.</p> <p>Action: Barrie</p> <p>Eilidh to pick up with Tom Hedley about having a TUWG rep present at the ASC or if not possible one of us goes to the TUWG instead</p> <p>Action: Eilidh</p> <p>The board were made aware of the ASC feedback that the strategic plan and special resolutions be circulated in advance and this has been done.</p> <p>Liesbeth reported that she had so far not been invited to any AGM review group meetings.</p> <p>Action Kerry to ensure Liesbeth is included on the AGM Review Group</p>	
Item No. 2	Agenda Topic: Feedback from Constituencies
<p>Barrie found that getting feedback from CC's is difficult by email and face to face much better. Ade needs to talk to Shoomi and the training working group on how to best represent the feedback Katherine found it is best to reach out further than the committee by making a permanent feedback form for active members to complete at any time, but don't know how to reach that wider network. Eilidh suggested that the governance calendar should be useful to arrange opportunities to get feedback in advance of ASC meetings.</p> <p>Thanks to all the ASC members who prepared constituency reports in advance:</p> <p>Report from the thematic networks: Thematic networks conference was very successful but because it happened so close to Christmas some momentum was lost. The challenge is how to keep the enthusiasm going after inspiring events like this. It would be good to have another network day which could invite more active members and encourage more active members to come and attend the meeting.</p> <p>Action: Andy to investigate if we can hold another networks day.</p>	

Liesbeth suggested that we use Facebook more for sharing events like this. She raised that the image that gets shared is always the candle brand image and asked if we could have more options for images.

Action: Andy – to follow up with the Digital Team

ASC members asked to note and bring specific website and digital issues and send in in advance of the next meeting.

Action: ASC to send in specific digital issues two weeks before the next ASC meeting so that digital team have time to consider before the meeting.

Action: Kerry to invite a digital team member to the next ASC for the digital conversation and also arrange a conversation with Dave beforehand.

Ade to organise a conversation between trainers and the network reps including Shoomi in that.

Action: Ade

Report from the Regional Reps

The Regional Reps discussed the special resolutions going to the AGM. Hannah attended the meeting.

The Regional Reps were concerned that members should be able to see how the special resolutions fit with work done since the EGM and the work of the GTF. Regional reps thought it would be helpful for members to see the context for the special resolutions. Hannah has picked this up and Kerry is working on a paper that will tie together the context before the AGM and at the AGM there will be the opportunity to ask questions of the board or at the meet the board session.

The proposer's note to the special resolutions include a comment on the GTF position and the NCVO data. The regional reps felt that it would be helpful for members to see how or why GTF took a different position where it did. Tim is following up with Sheila Banks who chaired the GTF to see if the GTF would like to make a comment.

Hannah encouraged ASC members to read the NCVO consultation report and how members had responded.

Hannah clarified that Special Resolutions require 75% in favour to pass. It is important that we help people to understand them the better. Liesbeth agreed and wanted everyone to understand that these do matter and so members should engage with them.

Planning and campaigning: Liesbeth has noted how planning and campaigning can be out of synch, e.g. planning pack only once per year and that groups normally plan around 3 to 4 months in advance.

Action: Andy and Liesbeth to review how best to communicate in advance for groups to plan with.

Barrie suggested that key dates are included e.g. international day of the disappeared and could it link to what people have done in the past.

Kerry suggested that we make the Comms Focus calendar available to members of the ASC from now on.

Action: Kerry to make the focus calendar available on an ongoing basis

Kerry clarified that the exit strategies for Stop Torture and MBMR will address the role of activists in taking the campaign work forward on those key areas.

Liesbeth confirmed that the East Anglia Regional Conference is sold out.

Report from the Youth Network

Chris suggested that it would be a good idea to set up a youth forum especially about how to attract new members and it would be good to know why people join Amnesty youth groups to help targeting more of same.

Hannah suggested we could develop an AGM board saying 'why I am a member'

Chris explained that some of the 'artsy-crafty' actions might be a bit much for youth groups and they would also like to have some more straightforward alternatives to that.

Action: Andy to feed this back to Anne to develop action programme

Chris has shared the Activist Code of Conduct with youth groups. There were no significant concerns about it but a suggestion it might be useful to have a simplified version of the activist code of conduct.

Chris raised some concerns about getting responses from staff.

Action - Andy to pick up concerns around how groups get responses when specific staff members are not around.

Report from STAN

Rose reported similar issues youth groups - student groups need structure. They plan actions 2 weeks in advance. They meet weekly. Support online is important. Students tend to do 1 campaign per term. Rose suggested it would be useful to send out physical packs at the start of term.

Ade suggested that the training packs are very useful and we need to think about how we can make those more widely available.

Rose reported that monitoring and evaluation is difficult – it's hard to get in contact with everyone. A forum would be really valuable to the student groups that you could find on a tab on the website.

Action: Andy to take forward with the CORE and Digital Team

Retention is a difficult thing – it's not necessarily about moving students into local groups but we need a system. The London network is fantastic, but it doesn't exist anywhere else.

Action: Andy to follow up with the CORE team on how we can develop this

Eilidh, suggested that we need to find ways to take online petitions offline.

Action: Kerry to follow up with Digital and Core teams on this

Report from Country Coordinators

Each Country Coordinator is due to complete their annual return.

Barrie raised the question of how are invitations to regional conferences raised?

Action: Farshid to ensure comms go to all constituencies plus ASC once date and venue of conference confirmed. Andy to follow up to make sure this happens.

Action: ASC to feed back on the regional reps planning pack circulated by Liesbeth.

Item No. 3

Agenda Topic: Regional Reps Terms of Reference

Deferred to next ASC meeting

Item No. 4

Agenda Topic: Opportunities for Growth in Activism: Strategic Planning for AIUK activism

ASC members brainstormed the opportunities for growing activism.

Action: Kerry to circulate the brainstorm ideas to the ASC and bring a paper back to the next meeting.

Item No. 5

Agenda Topic: Objectives for the ASC and development of rolling work plan

Deferred to next ASC meeting

Item No. 6

Agenda Topic: Strategic Plan Key Performance Indicators

The KPI paper presented by Kerry was agreed with the following amends:

Add in data about groups working in partnership with other organisations

Governance - include also the votes with the smallest vote count

I@R - is there a way of measuring if we have a good spread of support for cases across groups? % of active cases being worked on by at least 1 group, at least 5 groups, at least 10 groups

Highlight the number of people taking a 2nd action as this is an important retention indicator

Thematic networks plus asylum and justice project: number on the mailing list by network

Total number of Twitter followers
 Facebook KPI
 % of groups with an active social media presence - need to define active (used in last month)?
 Digital KPIs – how many people are seeing our communications
 Add in communications strategy KPIs, intention to support
 Add in trainers, school speakers
 Add in size of groups - student, youth and local
 % of groups working with another amnesty constituency
 Try to get at diversity by perception - what people think of us and our membership
 Role holder diversity
 Number of groups engaged with networks
Action: Kerry to take comments on board and pull together final paper and start to report against these KPIs to the ASC

Item No. 7 Agenda Topic: Activism Surveys and insight

ASC decided to devise one overall survey which would cover the KPIs, to be sent out centrally and that this could be supplemented by a bespoke survey by constituency which could be administered centrally or by the relevant committee. In the case of the Regional Reps this will be their annual health check survey.

Action: ASC to highlight the questions on the previous survey (circulated by Hannah) that they would like to include in future surveys.

Liesbeth asked for some specific reporting on local group activity in advance of the AGM: By region: number of groups, number of individual cases being worked on, annual financial information

Barrie raised some specific data insight requests about country coordinators.

Action: Kerry to take forward these specific data requests

ASC advised that the best dates for surveys are students, youth in April and local groups in Sept.

Action: Andy to take note of this for timings of future surveys

Item No. 8 Agenda Topic: Discussion on Death penalty campaigning and how to organise

Liesbeth presented her analysis of groups' interest in death penalty campaigning.

ASC welcomed this work and the idea that activists self-organising to campaign on the death penalty.

Action: Kerry to arrange a room for a death penalty meet-up to register interest and gather ideas. Ideally one hour but could be half.

Item No. 9 Agenda Topic: Activist Code of Conduct

Activist Code of Conduct

Ade had stress-tested it and found it to be OK

The ASC reported that the flow chart is helpful and should be nearer the front of the document.

The document needs to be consistent about how the CORE team is referred to.

Take out all annexes except 4.

With those amends, the ASC approved the code of conduct and it will be included in the AGM papers.

Action: Kerry to arrange

Item no 10: Agenda Topic: Introduction of membership policy

Deferred to next ASC meeting

Item no 11: Agenda Topic: AGM Prep: Stalls and ASC report**AGM Stalls**

Eilidh reported that Nominations Committee will lead on the governance stall ASC will run an activism stall.

We need a discussion at the next meeting on how we present the activism stall and present the ASC report. The ASC agreed they will represent what the ASC is trying to achieve in terms of encouraging and connecting up activism as they are moving around and that we should design the stall with as hands off an approach as possible

Action: ASC members asked to give some thought to how these will work and feed in by email by 15th Feb. Ade will coordinate the rota for the stall if we need one.

Held over for the next meeting

ASC report to the AGM

Item number 12 Key Messages and actions

Feed in ideas and suggestions for the ASC stall by 15th Feb

Feedback from constituencies - ASC to prepare for the next meeting.

ASC to look at the activism survey circulated by Hannah and feedback

Kerry will circulate the paper on opportunities for growth and activism in the next 2 weeks to feed into ASC objectives

The next meeting will include a session on communications, including digital.