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**Activism Subcommittee**

**Saturday 18th June 2016**

**10am – 4pm**

**Room F1**

**Human Rights Action Centre**

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

**Present:**

Eilidh Douglas (Chair)

Liesbeth Ten-Ham

Katherine Walton

Jerry Allen

Hannah Perry

Rose Bennett

Jamie Wheeler-Roberts

Barrie Hay

**Apologies**

Chris Moss

Ade Couper

Dave Beynon

**Staff attending:**

Kerry Moscogiuri

Andy Hackman

Jeni Dixon

Rowena Seabrook

Shoomi Chowdbury

Tessa Lamb

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| ***Item No. 1*** | | ***Agenda Topic: Minutes of the March meeting and Matters arising*** |
| **1.1 Introduction**  Eilidh welcomed staff and ASC members to the meeting. ASC expressed their shock and sadness at the murder of Jo Cox and the Orlando shootings and added their condolences. Eilidh noted that the sad events of the previous weeks have heightened the importance of why we are here and do what we do and the need to redouble our efforts.  Barrie handed over to new CC representative Jamie Wheeler-Roberts. ASC welcomed Jamie to committee and thanked Barrie for his exceptional work.  ASC welcomed the new Community Organising manager, Jeni Dixon to the meeting.  **1.2 Minutes and matters arising**  The committee approved the minutes of the meeting of March 5th. These will now be posted on the website as final. | | |
| ***Item No. 2*** | | ***Agenda Topic: Feedback from Constituencies*** |
| The ASC thanked those who had brought feedback reports to the meeting.  **ACTION:** Kerry/Tess to circulate correct form for next meeting  **2.1 Student Groups:**  Rose reported back to ASC about some of the challenges they are facing, including communicating with groups. They are trying to check that groups are active and communicating. They are mostly using Facebook as can’t always rely on people opening emails. This will hopefully will improve with new online platform.  She gave very positive feedback about Action for Change which took place the day before. There was good feedback and engagement.  ASC discussed the need for more focussed communications in one pack. Ruth is putting together Freshers’ pack to incorporate comments and include. Andy working out when to best share and connect people. Rose to put something in monthly mailings.  Liesbeth suggested getting AIUK to become an agency/administrator on groups’ facebook page, to co-host events. AIUK would also be able to close down facebook pages. Send AIUK [*webdeveloper@amnesty.org.uk*](mailto:webdeveloper@amnesty.org.uk) the URL of your page for them to request access, then send email to request AIUK to co-host particular event.  **ACTION**: Jeni to investigate  For improvement, feedback of ASC news via STAN. New social media helping to tweet. Good sectional representation but not as diverse (reflecting rest of the movement). More involvement from CC’s with student groups  **2.2 Networks’ Report:**  Katherine fed back from Networks who had mixed reviews on AGM/Online proxy voting. They also wanted to look at improving the diversity of AGM. CHRN met with YAG and formed facebook group. They want to expand to outside of London  **ACTION:** Jeni to send link with list and emails of all regional reps.  She reported a good response to the community space and lots of opportunities to push networks on website.  The strategic plan is progressing well. They would like to push to further Networks involvement with student groups  **ACTION**: Katherine to send on updated Calendar again.  **ACTION:** All to attend Pride events across country if possible  LGBTI has had a good response to local prides. London Pride will be in solidarity with Istanbul Pride, which was cancelled. Good media engagement  Great progress on Social media and performing well against targets. ASC noted the differences between networks on social media as they are in different stages of forming.  **ACTION:** Katherine to talk to Jeni about social media summary of networks  **ACTION:** Katherine to get contacts details for all school speakers and ensure they are members of all three networks.  She reported that there is constant improvement and better communication and that bringing thematic networks together is important in order to learn from each other.  Continual learning with how projects such as Asylum Justice Project feed in.  It would be helpful for the TU Network to feed in.  **ACTION:** Jeni to follow up with Tom Hedley  **2. 3 Country Coordinators’ Report**  Jamie reported back that CC’s had met on Saturday. The AGM was raised (Jamie to feed in later on the agenda).  Alex Jackson, Eritrean CC has been working on a case for Aster Fissehatsion and got a greenhouse to name a flower after her.  **ACTION:** Jamie to share on social media and to think about how to share with new community of gardeners.  This month there was a group action for Tunisia but there was no mention of Country coordinator for North Africa.  **ACTION:** Jeni to feedback that this should be mentioned  **2.4 Regional Reps Report**  Liesbeth reported that groups will soon be no longer be able to use free e-mail addresses for Mailchimp, an email list server, meaning that groups would all have to buy their own domain name. She suggested that in light of data protection issues, it might be more cost effective for AIUK to buy and manage a domain name on behalf of all groups ie [groupname@amnestygroups.org.uk](mailto:groupname@amnestygroups.org.uk)  **ACTION:** Jeni to look into how to resolve issue around Mailchimp as quickly as possible, looking at how we roll out addresses as longer term issue.  **ACTION:** Liesbeth to check in on how many groups affected.  **ACTION:** Andy to write paper for Kerry from John and Andy from CORE and IT as it would have capacity implications.  She explained that there is some confusion about what an Amnesty petition is with regards to the bookshop and co-operation between groups. Health check has been piloted and we’re setting up the activity check on survey monkey. She gave the example of Cambridge City, where they have established a good working relationship with the bookshop. There was a petition from the local group in shop and they were told that that only staff petitions that had been produced at the HRAC can be in shops.  **ACTION:** Andy to resolve with Charlotte. Use shops as campaign hubs. All to think about how to optimize shops. All to work more closely together.  **2.5 YAG Report**  Chris sent his apologies. Eilidh presented the written feedback that he sent through.  One major issue amongst youth groups since February is the rise of exams and study leave. As a lot of groups are primarily Sixth Form ones or run by sixth formers, after Easter things tend to die down until September again due to most members going on study leave. Also the issues in hand over between group leaders who may be leaving school meaning that when the group starts again in September it takes a while to get things going.  Some groups mentioned staff get more involved in this term and September to encourage people to join and help manage the group so as to not leave a void when students leave. Perhaps a specific page on the youth section of the website on how to handle exams and members leaving could be beneficial.  Campaigns during the summer term tend to feel more rushed due to the shorter term times.  One group mentioned they would love some more information on the refugee campaign now because summer gives them a lot of time to prepare things individually.  Groups were very complimentary of the monthly mailings and said that they felt encouraged through correspondence that provided ideas and campaign suggestions.  Several groups mentioned having shorter youth campaigns during the summer term due to the irregularity of meetings caused by exams.  Several groups focused on the refugee crisis over this period and said that they had worked with other groups and charities in their area but had found it confusing. Perhaps info regarding this would be useful ahead of refugee week so that group campaigns can help unite with more people and get other people in the local area aware of Amnesty as well as expand the overall activities that can be done during the week.  Multiple groups commented on how useful the AGM had been to them regarding how to campaign, as well as for making connections with other groups around them or further afield. One YAG member did say that they found it difficult to give feedback regarding the AGM to their group as the group didn’t quite understand what the AGM was but this seems to have been only the issue of one group.  Groups did mention that they love receiving things from amnesty be it badges, posters, banners etc and the earlier in the school term that it’s received the better as it can help encourage people to attend meetings. | | |
| ***Item No. 3*** | | ***Agenda Topic: Digital Communications Update*** |
| **3.1**  Kerry presented the Digital Communications update on the initial requirements of the Community space. She explained that Berry and Sam were changing the approach and have decided to get it up and running first and then get feedback on how well it is working and what needs to be improved. This will be a feature of what we do in the future, based on a build and learn approach which will leave out wider initial consultation.  Andy discussed other requirements including replacing event organisers with activists and the need to integrate with wider e-coms.  **ACTION:** Andy to talk to Allan about involvement of political constituencies  **3.2 Build and learn:**  ASC discussed the possibility of using scoring or phasing of requirements, instead of ‘musts’.  Eilidh questioned how a user would navigate/use thefeedback in map format.  ASC discussed how it could be used to see where other activists are in the area in this community. Ie. Group speakers or event in area, sharing events, built in calendar sharing functionality, ability to add to other platforms: not only Amnesty. It will not be building a bespoke system, but will try and use existing functionality  ASC discussed how it could be a very useful approach, but people would need to start to use it in large numbers. There is a danger in starting off with small platform, until it reaches critical mass. Need to think about how to make certain it works and people can use it to really benefit from it.  **3.3**  ASC talked about the space as a real opportunity in that it is events driven, and not only focussed on petitions. It could be a community space for activism for activists using as a tool for organising grassroots activist events and would be excellent tool for activists and growth.  It was clarified that the website calendar events and community space and would not be two separate things.  It was put forward that when creating event, it would help if there was a facebook interface and the option to import it to different platforms. It would be helpful for it to recognise location and suggest events that are around use to avoid user taking extra step. It would need to be optimised for mobile devices.  **3.4**  ASC discussed the possibility of users being able to speak to each other in private, in addition to community space. It was agreed that the fewer levels of verification, the better as any level of password end up alienating people further. This is a platform that should welcome all people into activism community, which would facilitate and inspire more people to become activists: not excluding anyone.  **3.5**  ASC discussed the option for moderation for reporting on inappropriate communications. Activists could act as volunteer moderators. Discussions about AGM resolutions could be held before AGM: this could be moderated. This presented the need to clarify what would be inappropriate (ie. Against amnesty’s view). It was put forward that this would be similar to the activist code of conduct and should be opportunity to express Amnesty’s values.  **3.6**  ASC agreed that we need a shared vision of what we want space to achieve for our activists and activist growth.  Timescales: 1st iteration between 4-6 months. All in house. No additional developers.  **ACTION:** All to feed in on additional functionality which this website should optimise or replace. Any additions to be sent within 2 weeks.  **ACTION:** Kerry to catch up with digital team and send on timeline. | | |
| ***Item No. 4*** | | 1. ***Agenda Topic: AGM Review:***   ***-Evaluation of 2016***  ***-Options for the Future*** |
| **4.1 Draft Evaluation:**  ASC looked at the draft Evaluation of 2016 AGM and fed into draft  Online Proxy voting was discussed. Liesbeth had looked at the results of ordinary resolutions which showed that most of discussion in plenary would not have made a difference to the final result. The example of resolution A2: Human Rights in Eritrea was raised where a fundamental amendment was made in the working Party at the AGM. Only two resolutions: *B2: Closure of Human Rights NGO accounts aby the Co-op bank* and *A4 Review of Amnesty International’s international policy on access to abortion services*, didn’t pass only because of proxy. There was also ambiguity in resolution *B4 Banners and placards for Groups and Networks.*  There was concern that many people might have just ticked the yes box without reading or fully understanding the resolutions. Voting is an opportunity to participate in democracy and we would need to look at online proxy voting to ensure we are not promoting entryism. ASC agreed on the need for adequate information to be provided for proxy voting. Kerry noted that this year’s proxy voting didn’t do anything different from before, it just added a new platform with which to exercise vote which they already had. The voting entitlement remained the same, it just made it easier to do so. It was agreed that the information needs to be made more accessible and so that people are able to digest it.  **ACTION:** This issue needs to be picked up if we continue with online platform, especially if the resolution B3 from Shetland group on Use of Live Streaming is implemented  The idea of increasing different levels of participation was discussed to discourage purely ticking of forms. Not everyone is able to attend and this will always mean that people have voted without taking part in pre-discussion, which gives value to the motions. It was suggested that there could be facilitated spaces for debate prior to AGM virtually.  There was feedback from some local groups that they abstained because it was too complicated. This highlighted the need to make Amnesty more accessible and enable people to get involved so that language is not an automatic barrier. Eilidh noted that there had previously been a very quick turnaround for background notes. This is expanding which will mean steps can be taken for ambiguities to be limited.  ASC agreed upon the importance of using plain language in the resolutions and background notes and giving people the opportunity to debate. They agree that the community space could be fundamental in terms of stimulating debate, which without having to print the resolutions and background notes would enable continuous debate online. There was discussion about including health warning that encouraged people to think about the consequences of their participation. This could be framed in a positive way which would emphasise celebrating the fact that your vote has an impact and that you have the power and your vote matters in this democracy.  **4.2 National Conference:**  ASC discussed the 3 different options laid out on the final page of this paper.  There were concerns raised about the 3rd option of splitting the AGM and general conference:   * This could result in much lower turnout at AGM. High level of attendance at the AGM is vital for our democracy. * Should be a decision that is explored and evidence based before. * Even if the conference is free to attend, delegates would still need to pay for costs for travel and this would mean double the travel. This might lower attendance further. * We previously introduced the conference part to AGM because numbers were falling so this would feel like going back.   ASC discussed the need to make AGM more accessible. Governance buddies to help first timers or individuals to help out at AGM.  Data feedback is positive, but these are split across all respondents. Would be helpful to have split across brand new to the AGM and older members. Need to work out how accessible it is to new comers at the AGM.  **ACTION:** Kerry to look into splitting data.  Concerns were raised around costs of the AGM and looking at how can we use this money to engage more people in the movement. This needs interrogation in context of strategic plan. We need to consider what Amnesty’s flagship engagement event should look like and how other organisations are running these. Liesbeth noted that many of those attending AGM, who had initially decided to attend for speakers, have also have become more engaged in decisions and how resolutions  Need to inform membership that we are looking at this, but too soon for feedback on three options.  **ACTION:** Rose and Liesbeth volunteered to work with Kerry and Andy on developing thinking on the future options. | | |
| ***Item No. 5*** | | ***Agenda Topic: Regional Conferences*** |
| Liesbeth spoke about the importance of conferences engaging activists within the region. They are the responsibility of the regional rep and currently there is a lot of regional variation on these events. There are many questions to be answered about who they are for and what they hope to achieve.  A survey has been done involving staff members, board, CC’s and regional reps. Results of this will be collated and then will go out wider for further input activists.  ASC discussed the role of different events and how they interrelate with each other. They agreed it would be good for youth and student groups to be invited. There is also a need for consistency at conferences regarding CC’s. Jamie noted that CC’s are keen to be involved as it gives them a chance to talk to activists and put a face to the name.  We need to ensure that everyone has shared vision of what regional conferences are for, even if this might vary from region to region. There is also the need for consistency with who we work out as being your target audiences. The agenda of the conferences also needs to be considered as there is a strong correlation with who you are going to attract  There is a need to clarify the role of regional conferences, and work out what the focus is. We need to ensure that there is a clear purpose for those attending and being there. Need coordination and criteria for attending. | | |
| ***Item No. 6*** | | ***Agenda Topic: Supporter Care April Feedback Report*** |
| Kerry presented April Supporter Care Feedback report. The quarterly report comes to ASC 4 times a year to ASC listing anyone who gets in touch with Amnesty. It is not always consistent with activist feedback and doesn’t always communicate the extent of what we’re doing right. Staff use it to learn and develop.  Kerry explained the feedback oversight panel now have a revised feedback policy. She informed ASC of a recent case that Eilidh and Kerry looked into as it had reached the 3rd stage and reported that the complaint was not upheld.  The main issue for this report was abortion in response to particular actions.  Barrie pointed out that the pie chart is difficult to read and understand and needed to be clarified.  ASC discussed how SCT goes about forward planning in order to anticipate issues which are likely to become controversial. ASC agreed that it would be useful to see forward planning on how activists should be prepared in responding to these issues. Kerry noted that each week there is a Week Ahead meeting to identify any potentially controversial issues, as well as the Comms calendar. For upcoming issues, there are prepared lines of response for Sex work, a meeting scheduled for the Referendum on Monday. If there is a certain amount of correspondence received, we alert activists, but we need to build on the process.  **ACTION:** Andy and Jeni to work on how we get that out more effectively, when it needs to go out, proactively sharing, need feedback from activists about what we need  ASC discussed the issue of risk management and reputation, feeding back on what we receive, and what steps are taken to inform activists. An example was mentioned of a group hosting a talk with ‘prostitution’ in the title “Is prostitution a choice?” going against our sex work policy. Liesbeth and Shane will attend the event.  This example highlights the need to look at how we manage groups in relation to policy and that groups should be kept as informed as they can be, and that we should be informed when groups are  not in line with Amnesty’s values. For membership code of conduct, look at how groups conduct events, ensure consistency and retain integrity as a brand and ensure it clearly communicate our message. The introduction of the Comms strategy will also help with this  **ACTION:** Provide guidance to groups (in groups handbook) that we can have external speakers, but need to be clear on guidance on Amnesty lines.  **ACTION:** Kerry to forward on feedback report every month to ASC. | | |
| ***Item No. 7*** | ***Agenda Topic: CCSC: Terms of Reference*** | |
| EIlidh and Jaimie gave some background to ASC about the CCSC Terms of Reference and how they had worked with Hannah Perry. Rosie Chapman, Company Secretary has approved them with no amendments.  A formatting point was raised for use numbering instead of bullet points to make it easier to cross reference.  Jaimie clarified that the reference to CC’s as ‘confirmed in their role’ refers to after probationary period.  ASC discussed the possibility of templates for other ToR’s make sure that there is consistent version control across other body’s documents to include originator, dates etc.  ASC noted the diligence of Hugh into this huge amount of work.  ASC approved ToR’s subject to formatting changes and use of template with clear version control | | |
| **Item No. 8** | | ***Agenda Topic: AIUK Section Proposed Rules and Consultation Arrangements*** |
| ASC welcomed Ruth Breddal and Tim Hancock to the meeting to seek ASC’s views on possible outline and content for the proposed rules. Tim explained that they were looking for ASC’s input on what ASC thinks of what is there, what is missing and if there are suggestions about the way in which we consult on these rules. They would aim to have this finished in December with a resolution that goes to the board for the AGM.  **8.1 Comments on content**  -Eilidh suggested that we could flesh out provisions on networks and make clearer.  -Consider incorporating membership policy into rules rather than having as annexe.  -Having definitions –include as one section upfront  **ACTION: All to send on concerns**  **8.2 Consultation:**  ASC discussed the possible options for consultation. In terms of the time frame, this would aim to be launched in July and wrap up 1st October (in time for next set of Governance meetings), allowing for a 2-2 ½ month consultation period.  Liesbeth suggested 2-stage approach involving initial qualitative discussions on draft rules followed quantitative feedback, asking groups to feedback to regional rep and to encourage debate. ASC discussed the issue of collecting comments and the need to monitor discussions and different forums. We would need to organise feedback in a way that would be easy to pull together and analyse. Eilidh highlighted the need for a clear and formal place for people to input their response and for any consultation to be clear and accountable.  ASC agreed that advice should be sought from those who are interested and that we should provide the opportunity for members to think along with us. Ruth noted that we wouldn’t give more weight to some opinions over others and that if changes were made between 1st and 2nd draft, there would need explanation for that change.  It was agreed that there would be a consultation process over the summer which would inform the rules to be presented to the 2017 AGM for approval.  ASC noted a concern over consultation fatigue.  A query was raised around who was working on membership policy as discussed in the last ASC. The minutes stated: Appeals committee is working on membership policy.  **ACTION:** Tim/Kerry to look into this and check who is taking this forward  This will be taken to the Board Meeting on 9th July to check if they need anything else included. Then will send out an email for discussion, and website and way to feedback by start of October. Revised version will come back to ASC in November. ASC can act as second checking mechanism. | | |
| ***Item No. 9*** | | ***Agenda Topic:* *Training and HRE Update*** |
| ASC welcomed Rowena and Shoomi to the meeting to give an overview of HRE 5-year plan and Trainer’s program. HRE is one of the global strategic goals in tier 1.  **9.1**  Rowena presented the goals that HRE are working towards and explained that they are in the process of developing specific KPI’s.  **ACTION: ASC to get in touch with Rowena if they’d like to be school speakers**  **9.2**  Shoomi talked to ASC about the Adult Education Program, giving an overview of 2015 and targets for 2016 which will focus on increasing number of active trainers.  ASC discussed what they could do to promote trainers to go to local and student groups. STAN could help to push out, Networks could offer support by encouraging networks to become trainers  **ACTION:** Jeni and Katherine to catch up on how networks can collaborate on materials, ensuring key direction from AIUK  The HRE Strategy includes building up staff skills so they are able to train  **ACTION:** Jeni to pick up with Shoomi  Shoomi spoke about MOOCS, which are online education providers. This year, they will be creating one for refugee rights. They need to ensure they are globally relevant and also look into supporter journey. There will be testing of resource which would come back to ASC for feedback from activists.  EIlidh suggested looking at COURSERA service provider (as opposed to EDX and Futurelearn) for integrated mobile and app use as it provides greater usage  **ACTION:** Shoomi to look into providers  **ACTION:** All to send on any further feedback.  **ACTION:** If any ASC members would like to become trainers, please get in touch with Shoomi. Shoomi emphasised that her team are keen to work collaboratively with ASC. | | |
| ***Item No. 10*** | | ***Agenda Topic:* *Refugee Campaign*** |
| Kerry updated the ASC on the progress of the Refugee Campaign. This will now focus on refugees, as opposed to refuges and migrants, with over-arching goals focused on resettlement and safe and legal routes. We are still in process of delivering campaign strategy. There is now a strategy from May-September, which we’ll be working on before the UN Summit.  **Key dates:**  **8th and 9th July:** Refugees summit at HRAC  All welcome to come  This summit will aim to bring the sector together to work out how Amnesty could make the biggest difference and produce the best possible work in reacting together. This will be framed through research commissioned through Migration Work: People’s action and Agency.  It represents a new way to do campaign planning with so much external input. Amnesty will act as an enabler, bringing together people and organisations.  The thinking around this is focussed on the power of grassroots to make change happen and to influence opinion change. Activism will be integral to this campaign.  **17th September:** March for Refugees in London: Get as many people as possible.  Same date as ASC meeting so we need to look at dates  Demo: London march represents all of UK. Provide materials for activists to bring to march. UK still being represented. UK-wide march.  Support through social media to demonstrate movement throughout the UK  **ACTION: Eilidh/Kerry to look at next ASC meeting dates to ensure it doesn’t clash**  **19th September:** Global Summit in in New York  Where we will try to influence our Government pre-summit for them to be a champion for refugees.  There will be an action targeting the prime minister where people will be asked to take a selfie video or image. This will be a visual petition calling for David Cameron to take leadership role, using the hash tag #rightsideofhistory. This will be promoted online through various channels and launched by our summit on 8/9th July. This will reach out to different audiences and we will proactively reach out to partners in communities  There will not be any mention of Calais in May to Sept campaign period but will be a consideration in longer term campaign.  Mailing: end of coming week/10 days: sending out materials on how to influence government before global summit  **ACTION:** Jeni to look at getting in touch with Social Media coordinators  **ACTION:** Kerry to share AI Poland video which sums up how we want people to feel | | |
| ***Item No. 11*** | | ***Agenda Topic: Growth Strategy*** |
| Deferred to next meeting | | |
| ***Item No. 12*** | | ***Agenda Topic: Survey and Data Collection*** |
| Eilidh to pick up via email after meeting | | |
| ***Item No. 14*** | | ***Key Messages and actions*** |
| As this was Barrie’s last meeting, ASC thanked him for expertise and time and effort he has put into ASC over the years.  ASC all took part in a photo action for Giulio Regeni who was murdered in Egypt. Next weekend marks 5 months since his disappearance. | | |