

MARINE SCIENCE CO-ORDINATION COMMITTEE**COMMUNICATION WORKING GROUP**

Minutes of meeting held on 16 December 2014 at Defra, Nobel House, London SW1P 3JR

Meeting Chairman: Dr Tavis Potts

University of Aberdeen

Attendees:

Ruth Allen	Marine Scotland
Kelvin Boot	Plymouth Marine Laboratory
Anne Brazier	MSCC Secretariat (minutes)
Lucy Calvert	National Oceanography Centre
Dr Matt Frost	Marine Biological Association
Dr Lesley Hetherington	MSCC Secretariat
Dr Terence Illott	Department for Environment, Food and Rural Affairs
Peter Joyce	Department for Business, Innovation and Skills
Dr Caron Montgomery	Department for Environment, Food and Rural Affairs

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Item 1: Apologies for absence

1. Apologies were received from National Marine Aquarium, IMarEST, Marine Management Organisation, St Andrews University, OceanWise, Ministry of Defence and the Marine Alliance for Science and Technology in Scotland.

Item 2: Minutes of the meeting held on 9 July 2014

2. The minutes were agreed with minor editorial amendments.

Item 3: Matters arising from the previous meeting

3. Three actions were still outstanding. The creation of an action plan to take forward how marine science can input into the Marine Sector Strategy. **ACTION: IMarEST.** Marine Scotland to circulate a URL for a blog, attempt to set up a twitter feed, and ensure press office is connected to Plymouth Marine Laboratory (PML) for Marine Ripple Effect (MaRE). **ACTION: Marine Scotland.** All Members are requested to continue to send items to PML for inclusion on MaRE. **ACTION: Members.**

4. There is a LinkedIn group with an interest in shellfish and Defra agreed to circulate details to Members. **ACTION: Defra.**

5. There was concern amongst Members that too many routes for the dissemination of information were being used. Members commented that refinement was necessary with an emphasis on quality rather than quantity and, once refined, to become part of this Group's activities.

6. Other actions are currently on hold pending the outcome of discussions regarding the MSCC Strategic Implementation Plan (Item 4).

Item 4: MSCC Strategic Implementation Plan – Further Consideration of the Horizon Scanning Exercise

- Members were reminded that five themes were presented to the MSCC meeting in September 2014 for their agreement and inclusion into the MSCC Strategic Implementation Plan. The themes were: to raise awareness and understanding, both in ocean literacy and policy to science; the contribution of marine science to the UK economy; the pursuit of a UK marine science identity; increase awareness and visibility of MSCC activities; and delivery of bespoke MSCC communication and awareness products.

7. Whilst Members of the MSCC agreed that these were interesting initiatives, the suggestions were not necessarily appropriate for Government funding and the Communication Working Group (CWG) were advised to concentrate on knowledge exchange between Government scientists and academic scientists and, as the MSCC strategic implementation plan was developed, to draw together the activities of other MSCC working groups as they are actioned. The MSCC also asked that the Communication Working Group examine ways for the MSCC to engage with the public.

8. The Communication Working Group was requested to re-consider and amend its horizon scanning outcomes. Members agreed a revised draft action plan and a timeline for the completion of the objectives. The revised actions were to: improve communication from policy makers to the marine science community; identify topics in the strategic implementation plan requiring advice on communication matters; and promote the UK marine science strategy and the function of MSCC. Members were requested to send any comments on this latest draft action plan to the Secretariat. **ACTION: Members.**

9. Members agreed that the terms of reference for the Group should be amended to include communication of the MSCC Marine Science Strategy as one of the Group's responsibilities. **ACTION: Chair and Secretariat.**

Item 5: Opportunities and mechanisms for co-operation with other MSCC Working Groups

10. The Communication Working Group had been asked by MSCC to advise other MSCC Working Groups and the UK Marine Monitoring and Assessment Strategy (UKMMAS) Evidence Groups on the dissemination and co-ordination of their messages. The Communication Working Group was seen as the provider of communications advice within MSCC. It was anticipated that the needs of each working group would vary.

11. Members commented that until the MSCC Strategic Implementation Plan was finalised it would be difficult to speculate on what the Group would be asked to communicate. Members were requested to study the tables of paper COMM/2014/04 which provided the draft action plans for MSCC strategic areas and which were unlikely to alter significantly. The finalised MSCC Strategic Implementation Plan would present all the MSCC working groups action plans in a single document. The Secretariat agreed to circulate the draft Strategic Implementation Plan document to Members as soon as available. **ACTION: Secretariat.**

12. Discussions would need to take place with all other MSCC working groups to ascertain how the Communication Working Group could provide communications assistance, bearing in mind the limited resources of the working

group. It was agreed that the CWG Chair would either attend or provide input into the next meeting of the Marine Industries Liaison Group (MILG). **ACTION: Chair.** Members were advised that the UKMMAS evidence groups have already agreed their future work plans and timelines and it was agreed that a Member of CWG should join UKMMAS and assist as required. **ACTION: Members / Secretariat.**

13. Members of the Communication Working Group were encouraged to attend other MSCC working group meetings, when budgets allow, and the Chairs of the other Groups and UKMMAS Evidence Groups were to be invited to CWG meetings as necessary. **ACTION: Members / Secretariat.** If no member can attend another Group's meeting, minutes will be circulated to Members. **ACTION: Secretariat.** Colin Moffat of the Science Alignment Working Group would be invited to next meeting. **ACTION: Secretariat.**

14. Members agreed there was a need for the extant organogram showing the links between the MSCC Working Groups, including the Marine Assessment and Reporting Group evidence groups, to be updated. **ACTION: MBA.**

15. Members agreed that one approach to publicise the work and aims of MSCC would be to draft an article for publication in a non peer-reviewed magazine, such as *Marine Biologist*. Members also agreed to the production of an accessible summary of MSCC, which could be published in suitable periodicals. **ACTION: PML.**

16. Further, Members agreed that a position paper should be produced, which provided guidance on good and poor communications practice and the way that academia/policy/industry could join together beneficially. It was suggested that Charting Progress, the Industrial Doctoral Centre for Offshore renewable Energy, (IDCORE) and MASTS would be good case studies. **ACTION: Chair.**

Item 6: The UK marine science identity

17. Members agreed that the draft UK Marine Science leaflet was inadequate and that its development should be discontinued. There was, however, still a need for UK marine science to be promoted overseas via embassies etc. and the development of a UK Marine Science brand. If UK Trade and Industry (UKTI) could offer funding, Members agreed they would be content to offer time and expertise. BIS agreed to raise issue with UKTI and report back at the next meeting. **ACTION: BIS.**

Item 7: Any other business

18. No other business was raised.

Item 8: Date of Next Meeting

19. The next meeting will be held in London in late May/early June 2015.

Paragraph	Action	Responsibility
3	Create an action plan to take forward how marine science can input into the Marine Sector Strategy	IMarEST
	Circulate URL for blog, attempt to set up twitter feed, and ensure press office connected to PML for MaRE	Marine Scotland
	Send items to PML for inclusion on MaRE	Members
4	Circulate details of LinkedIn shellfish group	Defra
9	Provide comments on revised CWG action plan to Secretariat	Members
10	Amend Terms of Reference	Chair & Secretariat
12	Circulate draft Strategic Implementation Plan	Secretariat
13	Provide input into the next meeting of the Marine Industries Liaison Group	Chair
	Member of CWG to join UKMMAS	Members / Secretariat
14	Members to attend other MSCC working group meetings where budgets allow and invite Chairs of other MSCC Working Groups and UKMMAS Evidence Groups to CWG meetings as necessary	Members / Secretariat
	Circulate to Members the minutes of other MSCC Working Groups and UKMMAS Evidence Groups as necessary	Secretariat
	Colin Moffat of Science Alignment Working Group to be invited to next meeting	Secretariat
15	Update organogram showing MSCC terrain	MBA
16	Draft an article on MSCC for publication in periodicals	PML
17	Draft a position paper on communications practice	Chair
18	Raise issue of promotion of UK Marine Science overseas with UKTI and report back to CWG	BIS