

Executive Team – minutes

9 June 2022

Details of attendees are provided at the end of these minutes.

1. Introductions and apologies

There were no apologies.

2. Declarations of interest

There were no declarations of interest.

3. Minutes of the last meeting

The minutes of the last meeting had been approved by email.

4. Plain language internal communications

Jen Green presented a report setting out plans for an internal communications campaign on using plain, clear, humanising language and supporting keeping it clear training.

ET commented on the importance of this training including tone of voice and the choice of communications channels. ET also discussed the importance of ensuring that communications approaches and expertise were a key part of developing all public products, rather than only being considered once a product had been drafted. ET discussed ways to achieve this.

ET suggested that it may be powerful to ask staff to review and explain complex guidance produced by other regulators. This would give more clarity on how our guidance is used by our customers.

ET commented that the training should also be mandatory for ET members.

Jen Green explained that the internal communications would take place during the next two quarters, although completing the training would take longer. She would provide a more detailed timescale.

Decision

ET supported the proposed approach set out in the report.

Actions

Jen Green and Ange Balakrishnan to discuss ways to integrate communications expertise or quality verification in the development of public products. **Due date: 30/6/22**

Jen Green to provide a detailed timescale for completion of the plain language communications and training. **Due date: 30/6/22**

5. Executive Team work programme

ET noted the work programme for future Executive Team meetings.

6. Any other business

There were no items of other business.

7. Key messages to staff

ET agreed that the key messages to staff from the meeting would be highlighting the importance of plain, clear, humanising language and that ET continued to work to develop ICO 25 and further communications with staff will be taking place in due course, ahead of the staff launch event on 8 July.

Actions

Chris Braithwaite to ensure internal comms from the ET meeting are published. **(Due date: 10/6/22)**

Attendance

Members

Paul Arnold (Chair), Claudia Berg, James Dipple-Johnstone, Jen Green, John Edwards, Stephen Bonner

Attendees

Angela Balakrishnan, Emily Keaney

Secretariat

Chris Braithwaite