

ADMINISTRATION COMMITTEE

Note of Discussion for the meeting held on Monday 26 June 2023 at 4.30pm in Committee Room 6 [INF35]

Members present:

Sir Charles Walker (in the Chair)

John Cryer
Sir Michael Fabricant
Marion Fellows
Sir Greg Knight

Mrs Pauline Latham
Dame Maria Miller
Mark Tami
Giles Watling

1. Informal note

The Committee **agreed** the Informal Note of its meeting on 12 June.

Matters arising

Future invitations

A Member asked that more notice be given to view or attend issues of interest in the future.

2. Communications and engagement services inquiry: written evidence:

That the following written evidence be reported to the House for publication:

- Catherine West MP [CES0002]
- ITV Regions and Nations News [CES0003]
- Professor Cristina Leston-Bandeira [CES0005]
- Peter Knowles, Westminster Producer, C-SPAN [CES0006]
- Sky News [CES0007]

3. Presentation on audience segmentation

Emma Terry, Head of Strategy, and Jack Tomlinson, Head of Marketing, Chamber and Participation Team, briefed the Committee. The presentation focused on work to adopt a new approach in identifying and engaging audiences with the work of Parliament. The new model provided an improved and better-defined breakdown of audience categories which would allow the House to plan its engagement approach more effectively and to tailor its messaging. The segments were a starting point which could be narrowed down as Parliament found ways to better engage with each. Over the past year, the Participation Team had been working to embed this new approach across the team and to develop the resources that staff could use in their day-to-day work.

Decision

The Committee **noted** the update.

4. Communications and engagement services inquiry: oral evidence

Sir John Benger, Clerk of the House, and Alice Holmes, Director of Communications (jobshare), House of Commons, briefed the Committee.

5. Any other business

Committee action tracker

The Committee noted the action tracker.

Restoration and Renewal

The Committee noted correspondence from the Chair of the Restoration and Renewal Programme Board relating to engagement on temporary accommodation, dated 15 June 2023.

The Committee will next meet on Monday 3 July at 4.30pm.