

Leith Chooses meeting, 20 August 2025

Present: Bruce (minutes), Don, Jack, Jason, Sally, Susan

Apologies: Abigail

Definite actions are green-highlighted.

1 Feedback from last week

- Only 2 'public' people attended: Lisa, Gail. Both are well known to steering group members.
- A fair proportion of today's discussion was about implementing ideas noted in section 3 of [last week's notes](#).

1.1 Media and comms

- Considering using previous projects for publicity, Jack has put graphics he's created on LC Dropbox.
- We can only use these outwith the application phase, so we don't appear to favour any applicants. This 'embargo' applies to the application period as well as the voting period.
- We need to think more about how to create/source videos.
- We can publicise LC in general at Utilita during the application phase and the voting phase, so long as we don't play favourites.
- Saturday options include 4th and 11th October – we prefer the 11th.
 - Action: Sally to contact Donna about this date.
 - Action: Jack, Sally to update the PowerPoints they already have.
- Susan is working on meeting with the trams to woo them. ☺
- We don't have the finance to use lamp-post wraps to encourage applications? Hence we need to use social media.
- Social media
 - We've done initial posts on the website and social media. Jack has scheduled further social media posts every 2 days.
 - Action: Jack to create new graphics to be used in April 2026 onwards.
 - We could do publicity 'newsletters' of success stories during the non-embargo period, to be sent out via CEC colleagues' LC mailing list. Action: steering group to raise this with Naomi and Tremaine.
 - Action: Susan to finish press-release, send it to Jack and Sally for forwarding to their media contacts.
 - Action: Bruce (NTBCC, Sally (LLCC, LCCC), Don (LHNCC) to get this press-release to CC social media.
 - Action: Jack to finalise and publish social media policy.

1.2 Future open meetings and support sessions

- Need to decide the dates of these meetings.
- Need to repeatedly publicise these via CEC mailing list.
- Action: Sally to put dates on website, Jack to then put them on LC social media.
- Could we offer named mentors from successful applicants? Probably too much work for SG members, and also equity risks.
- Do we want to repeat last year's Albion Road session(s)?
- Action: Sally to contact CEC colleagues about mailing list membership. (Lisa requested that she doesn't receive every email.)
- Chosen dates for evening meetings, which will be open and will offer support to applicants:
 - September 17th, October 15th, November 19th, December 17th. (2026 dates TBC).
- Action: Sally to contact Rob Levick about future meetings at the Kirkgate.

2 Agenda for 3 September

- Review tasklist and project planner
- Confirmation of comms about support sessions
- Report on applications
- Newsletter idea – discussion with CEC colleagues.
- Utilita Saturday (proposed to be 11 October)

3 27 August

- **NO STEERING GROUP MEETING** 😊😊😊
 - So just communicate via email until 3 September.