

**NATIONAL PLANNING FORUM: 17 OCTOBER 2007**

**CULTURE CHANGE: IMPLEMENTATION, PUBLICITY AND LAUNCH  
ARRANGEMENTS FOR THE REPORT AND ACTION PLAN**

**Purpose**

1. To give an opportunity for Forum members to discuss implementation, publicity and launch arrangements for the Report and Action Plan discussed under Items 2(i) and (ii); and to formalise arrangements for implementation.

**Next Steps**

2. Subject to the views of the Forum the Report prepared by IDOX plc, and the Summary prepared by the Secretary, could be made ready for publication fairly soon - however see para 7 below for other options.

4. The NPF Draft Action Plan will clearly need further work resulting from this meeting. It provides the overarching framework. A revised draft will be considered by the December Forum meeting. The Culture Change Working Group, and the Executive Board has given initial consideration to the value of debating the resulting document with high level stakeholders at a special seminar. The details and timing remain to be agreed.

5. In relation to that Draft Action Plan, the Executive Board proposes that, following this meeting, each member organisation should propose 1 action that it intends to take under each of the 5 themes. They should also set in place monitoring arrangements so that the NPF can assess progress on its Action Plan 6 monthly starting in June 2008.

6. The documents could be launched separately, or at the same time – if the latter this would need to be sometime in 2008. Subject to the final content being acceptable, a major city law firm has offered to provide funding for printing the Report, and the NPF has resources available to support internet publication and a modest launch. More elaborate arrangements would be possible with extra support from others.

**Publicity and launch arrangements/NPF profile**

7. Views are requested on options for publication and a formal launch, eg  
(i) issue the documents informally separately, subject to their agreement by the Forum, in November 07 (Report and Summary) and January 08 or later (Action Plan). This could be either instead of, or in addition to, a formal launch;  
(ii) publish both together after the proposed high level seminar (eg February 08);  
(iii) publish and launch both together at, or after, the March 08 Forum meeting; or  
(iv) await a formal “launch” until the first monitoring report has been prepared ie June 08.

8. Apart from discussing timing and format, it would be useful to hear the Forum’s views on possible options for publicity and the launch. These could usefully link to further work on raising the profile of the NPF.

**Kay Powell**  
**NPF Secretary**