#CoffeeClub @ #UUP16

Ulster Unionist Party Conference

22 October 2016

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1. #CoffeeClub Running Order

When?	What?	Who?
9.00 am	#CoffeeClub's first shot of the day!	Coffee supplied by Loaf Catering @lovelyloaf
9.15 – 10.00 am	Stratagem and The Joseph Rowntree Foundation host: The Politics of Poverty – how can we solve poverty in the UK? @JRF_UK #SolveUKPoverty	Elizabeth Mitchell, Institute of Public Health in Ireland @publichealthie Julie Healy, Barnardo's @juliehealy8 Breedagh Hughes, Royal College of Midwives @MidwivesRCM Zoe Anderson, Start360 @ZoeAnderson
10.15 – 10.45 am	Growing Social Enterprise: Creating opportunities, Profiting communities Social Enterprise NI on sustainable business models for win-win results	Colin Jess and Amanda Johnston, Social Enterprise NI @cjstirling @socentni David Hunter, Acceptable Enterprises (Larne) Ltd @aelarne Marie Marin, Employers for Childcare @EFCCG John McMullan, Bryson Charitable Group @BrysonCEO
11.00 – 11.45 am	How Connected are our Politicians? New online research, conducted by Alan Meban for Stratagem, will be launched	Alan Meban @AlanInBelfast
11.45 am – 12.15 pm	Polling the Pollsters, Referendums and Elections – who is telling the truth?	Quintin Oliver, Stratagem International @QuintinOliver Adrianne Peltz, Amnesty International @adi_peltz Bill White, LucidTalk @BillWhiteNI
12.20 pm	Leader's Speech (Main Hall)	Mike Nesbitt MLA @mikenesbittni

2. #CoffeeClub Photographs

































3. #CoffeeClub Supporters



4. Report of #CoffeeClub @ #UUP16

The autumn party conference season kicked off on Saturday 22nd October in the Ramada Plaza, Shaws Bridge, Belfast for the Ulster Unionist Party Conference (#UUP16).

#CoffeeClub has now become synonymous with party conference season and welcomed by many for its constant supply of great coffee and conversation. Keeping Coffee Clubbers refuelled on the day was the team from Loaf Catering, a Belfast based Social Enterprise run by the NOW Project.

The first discussion topic on the agenda was hosted by Stratagem and the **Joseph Rowntree Foundation** (JRF). It focused on JRF's most recent publication *We can solve poverty in the UK*.

Liz Mitchell from the **Institute of Public Health** welcomed the report and the solutions presented within it. The focus on children, families and education from JRF was commended by **Julie Healy** from **Barnados.** She added that there is a need for local solutions to poverty and highlighted the role that schools have to play in providing solutions.

Breedagh Hughes of the **Royal College of Midwives** referenced the lack of aspiration among those living in poverty. Describing childcare costs as "*extortionate*", she highlighted that for those in poverty, the "*focus is on surviving, not on thriving*."

UUP leader Mike Nesbitt MLA suggested that in times of austerity, one of the short-term solutions for poverty can be investment in the third sector and social economy, with both returning financial and social capital. **Danny Kennedy MLA** also contributed to the debate, telling fellow Coffee Clubbers that boldness is required from politicians to tackle poverty.

For **Start360's Zoë Anderson**, it is important not to forget the transition from youth to young adulthood in the working-age population. "*Those aged 16 to 30 coming from lives of poverty will, without the right supports, move into adulthood and parenthood in poverty, impacting on not just them but the next generation too."*

After a compelling start, the next session was anchored by **Colin Jess** and **Amanda Johnston** from **Social Enterprise** NI. He led the debate on sustainable business models for win-win results.

Contributors **David Hunter**, of <u>Acceptable Enterprises</u>, **Marie Marin**, from **Employers For Childcare**, and <u>Bryson</u> CEO John McMullan told the room that social enterprises have to find a way to put the private sector into their supply chains. Mr Jess highlighted the need to win contracts and do good business.

#CoffeeClub heard that young people should learn about social enterprise from a young age in school and that it should be presented as a viable career choice. Mr Jess concluded that in the Northern Ireland social enterprise is a "train everyone needs to get on."

Next up was **Alan Meban**, who talked #CoffeeClub through his new research, commissioned by Stratagem. His report, <u>How connected</u> <u>are our politicians?</u>, aimed to explore the online presence of MLAs during the 2011-2016 mandate.

The study, filled with plenty of tips for MLAs in the room to take home and work on, found that female Members were much more findable than their male counterparts and that smaller political parties fared much better overall, though there exists little evidence of a coherent social media strategy within parties. One informed Coffee Clubber, who had worked for an MLA, said that problems often arise in convincing the Member to buy into social media – some prefer to do politics the way it's always been done.

The final discussion of the day was on the hot topic of polling and referendums. #CoffeeClub heard from **Stratagem's Quintin Oliver** on his recent referendum experiences. **Amnesty International** campaigner **Adrianne Peltz** explained how her organisation now includes 'don't knows' and 'refuse to answer' responses in their poll results in order to show negative responses being in the minority. It is important, she said, not to discount the views of those who haven't been persuaded enough or haven't had the opportunity to engage.

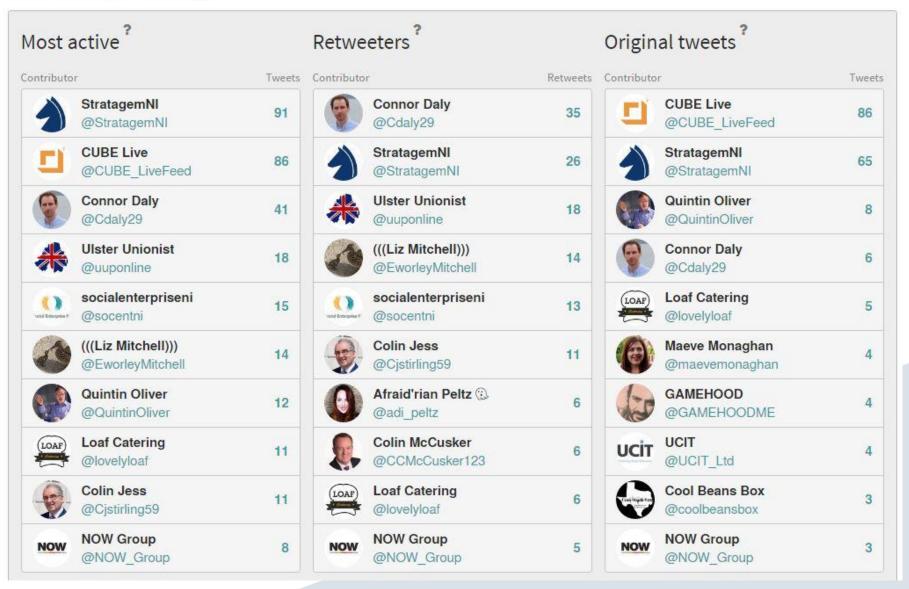
#CoffeeClub heard that public opinion is much more advanced than political opinion and that people have a real mistrust for pollsters. According to **Bill White** from **Lucid Talk**, respondents do not always reveal their true opinions to pollsters. With that, another successful #CoffeeClub drew to a close in advance of the leader's speech to conference.

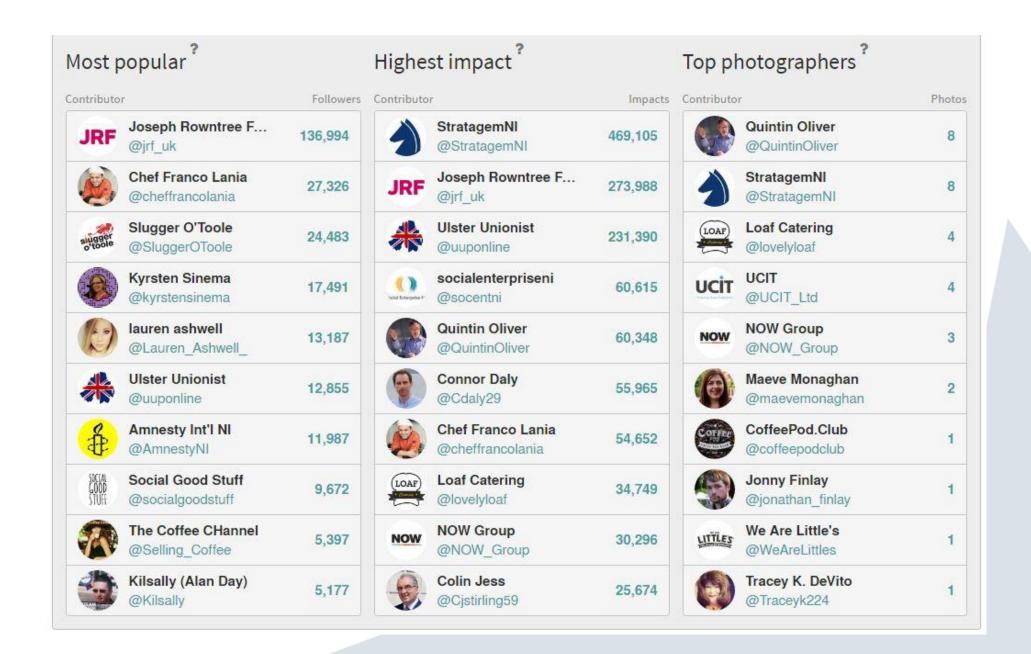
5. Tweets @ #UUP16

- For #UUP16, 3,056 tweets were transmitted before and during the weekend's conference with 717
 Twitter contributors. There were 293 associated uses of the #CoffeeClub hashtag, representing 9.6 per
 cent of all social media mentions.
- Check below to see the rankings for #CoffeeClub and #UUP16, and our full report including pictures, the tweet timeline and an analysis of the top contributors.
- **#CoffeeClub** twitter activity can be viewed <u>here</u>.
- **#UUP16** Twitter activity can be viewed <u>here</u>.

#CoffeeClub

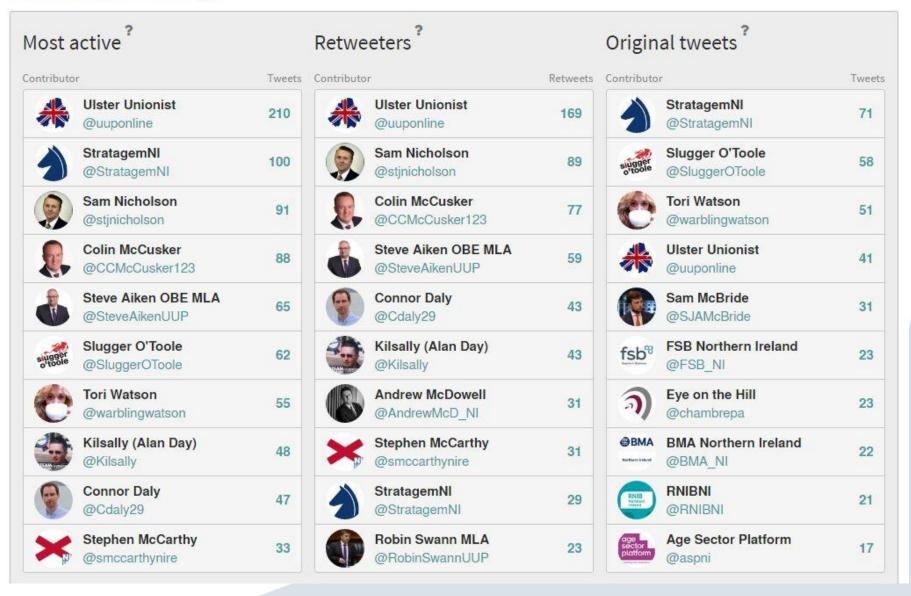
Contributor rankings

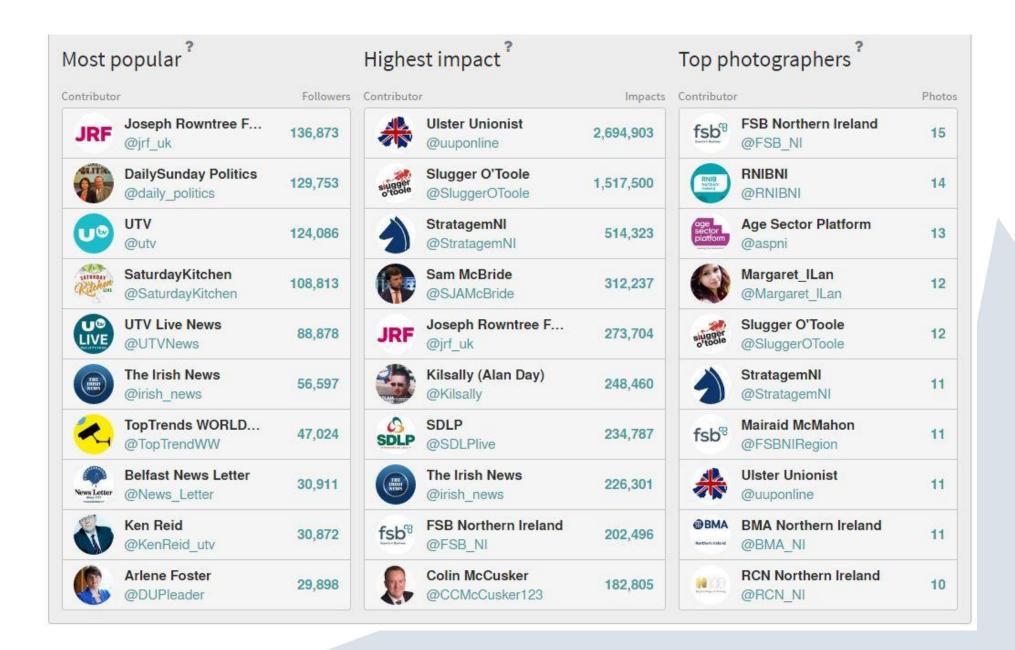




#UUP16

Contributor rankings





6. #CoffeeClub Attendees

UUP Representatives

Name	Position	
Lord Empey	Peer/party chair	
Philip Smith	MLA	
Robbie Butler	MLA	
Sandra Overend	MLA	
Colum Eastwood	MLA/party leader (SDLP)	
Danny Kennedy	MLA	
Mike Nesbitt	MLA/party leader	
Dave Anderson	Labour MP for Blaydon/Shadow Secretary of State for Northern Ireland	
Ald. Angus Carson	Councillor (Ards and North Down)	
Richard Smart	Councillor (Ards and North Down)	
Ald. Jim Dillon	Councillor (Lisburn and Castlereagh)	
David Arthurs	Councillor (Antrim and Newtownabbey)	
Victor Warrington	Councillor (Fermanagh and Omagh)	
Andy Wilson	Councillor (Mid and East Antrim)	
Ben Kelso	Councillor (Antrim and Newtownabbey)	
Ken Twyble	Councillor (Armagh, Banbridge and Craigavon)	
Michael Maguire	Councillor (Antrim and Newtownabbey)	
Ald. Thomas McKeown	Councillor (Causeway, Coast and Glens)	
Tim Mitchell	Councillor (Lisburn and Castlereagh)	
Ald. Ian Henry	Councillor (Ards and North Down)	

UUP Delegates

Name	Position
Jean Carson	UUP Member
Margaret Arthurs	UUP Member
Lindsay Smith	UUP Member
William Graham	UUP Member
Jim McAuley	UUP Member
Jonathan Graham	UUP Member
Robert Alexander	UUP Member
Gareth Lieggett	UUP Member
Richard Kennedy	UUP Member
George Hamill	UUP Member
John Harcourt	UUP Member
Elizabeth Rodgers	UUP Member
David Roe	UUP Member
L. McGimpsey	UUP Member
David Martin	UUP Member
V. Moffett	UUP Member

Other Attendees

Organisation	Name
Action on Mental Health	Amanda Jones
Bar of NI	Judith McGimpsey
Marie Curie	Phil Mynes
Institute of Public Health	Elizabeth Mitchell
	Lisa McElherron
NICVA	Jenna Maghie
	Jenny McEneaney
NI Federation of Housing Associations	Michael McGilligan
NI Human Rights Commission	Claire Martin
Resolute PA	Terry McErlane
FOTBOT	Adam Gale
RCGP NI	Clare Higgins
Royal Institute of Chartered Surveyors	Riyadh Issa
South Belfast Lifestyle Forum	Irene Harper
University of Bath	Dr. Sophie Whiting
European Conservatives and Reformists Group	Gavin Moore
Royal College of Paediatrics and Child	John McBride
Health	Anna McDaid
Save the Children	Orlaith Minogue
	Anne Moore
Start360	Zoë Anderson
Family Dianning Accession	Laura Russell
Family Planning Association	Ruairi Rowan

Stallholders

Organisation

Age Sector Platform

Media

Organisation	Name
Blogger	Alan Meban (Alan in Belfast)
Freelance	Tori Watson
Blogger	David McCann
UTV Political Editor	Ken Reid

Age Sector Platform	Seamus Lynch
Alzheimer's Society	Adele Doherty
Barnardo's	Julie Healy
Belfast Chamber of Trade and	Martina Connolly
Commerce	
	Bernadette Maginnis
British Medical Association NI	Andrew Steele
	Elizabeth Hendron
Colleges NI	Karen Lennon
Commission for Victims and	Karyn Millar
Survivors	
Commission for Victims and	Tina McCann
Survivors	
Love Equality	Stephen Donnan
	Stephen Donnan J. McCamphill
Love Equality	•
Love Equality NASUWT	J. McCamphill
Love Equality NASUWT NASUWT	J. McCamphill J. Lindsay
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke	J. McCamphill J. Lindsay Neil Johnston
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke NSPCC	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter Colin Reid
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke NSPCC Queen's University Belfast	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter Colin Reid Alistair Stewart
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke NSPCC Queen's University Belfast Road Safety Partnership	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter Colin Reid Alistair Stewart Noel Rogan
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke NSPCC Queen's University Belfast Road Safety Partnership Road Safety Partnership	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter Colin Reid Alistair Stewart Noel Rogan Alan Johnston
Love Equality NASUWT NASUWT NI Chest, Heart and Stroke NI Chest, Heart and Stroke NSPCC Queen's University Belfast Road Safety Partnership Road Safety Partnership SONI Ltd.	J. McCamphill J. Lindsay Neil Johnston Fidelma Carter Colin Reid Alistair Stewart Noel Rogan Alan Johnston Alicia Clarke

Name

Anne Watson



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