

#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: <i>The Politics of Poverty – how can we solve poverty in the UK?</i> @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	<i>Growing Social Enterprise: Creating opportunities, Profiting communities</i> Social Enterprise NI on sustainable business models for win-win results	Colin Jess and Amanda Johnston , Social Enterprise NI @cjistirling @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	<i>How Connected are our Politicians?</i> New online research, conducted by Alan Meban for Stratagem, will be launched	Alan Meban @AlanInBelfast
11.45 am – 12.15 pm	<i>Polling the Pollsters, Referendums and Elections – who is telling the truth?</i>	Quintin Oliver , Stratagem International @QuintinOliver Adrienne Peltz , Amnesty International @adi_peltz Bill White , LucidTalk @BillWhiteNI
12.20 pm	Leader's Speech (Main Hall)	Mike Nesbitt MLA @mikenesbittni

2. #CoffeeClub Photographs



#CoffeeClub

brewed by @StratagemNI






#CoffeeClub
brewed by @StratagemNI



3. #CoffeeClub Supporters

NOW



JRF

JOSEPH
ROWNTREE
FOUNDATION



#CoffeeClub

brewed by @StratagemNI



Stratagem



Social Enterprise NI

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 [Acceptable Enterprises](#), **Marie Marin**, from **Employers For Childcare**, and [Bryson](#) 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, [*How connected are our politicians?*](#), 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 **Adrienne 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 [here](#).
- **#UUP16** Twitter activity can be viewed [here](#).

#CoffeeClub

Contributor rankings

Most active [?]			Retweeters [?]			Original tweets [?]		
Contributor	Tweets		Contributor	Retweets		Contributor	Tweets	
 StratagemNI @StratagemNI	91		 Connor Daly @Cdaly29	35		 CUBE Live @CUBE_LiveFeed	86	
 CUBE Live @CUBE_LiveFeed	86		 StratagemNI @StratagemNI	26		 StratagemNI @StratagemNI	65	
 Connor Daly @Cdaly29	41		 Ulster Unionist @uuponline	18		 Quintin Oliver @QuintinOliver	8	
 Ulster Unionist @uuponline	18		 (((Liz Mitchell))) @EworleyMitchell	14		 Connor Daly @Cdaly29	6	
 socialenterpriseni @socentni	15		 socialenterpriseni @socentni	13		 Loaf Catering @lovelyloaf	5	
 (((Liz Mitchell))) @EworleyMitchell	14		 Colin Jess @Cjstirling59	11		 Maeve Monaghan @maevemonaghan	4	
 Quintin Oliver @QuintinOliver	12		 Afraid'rian Peltz 🤔 @adi_peltz	6		 GAMEHOOD @GAMEHOODME	4	
 Loaf Catering @lovelyloaf	11		 Colin McCusker @CCMcCusker123	6		 UCIT @UCIT_Ltd	4	
 Colin Jess @Cjstirling59	11		 Loaf Catering @lovelyloaf	6		 Cool Beans Box @coolbeansbox	3	
 NOW Group @NOW_Group	8		 NOW Group @NOW_Group	5		 NOW Group @NOW_Group	3	











Most popular[?]

Contributor	Followers
 Joseph Rowntree F... @jrf_uk	136,994
 Chef Franco Lania @cheffrancolania	27,326
 Slugger O'Toole @SluggerOToole	24,483
 Kyrsten Sinema @kyrstensinema	17,491
 lauren ashwell @Lauren_Ashwell_	13,187
 Ulster Unionist @uuponline	12,855
 Amnesty Int'l NI @AmnestyNI	11,987
 Social Good Stuff @socialgoodstuff	9,672
 The Coffee CHannel @Selling_Coffee	5,397
 Kilsally (Alan Day) @Kilsally	5,177

Highest impact[?]































Contributor	Impacts
 StratagemNI @StratagemNI	469,105
 Joseph Rowntree F... @jrf_uk	273,988
 Ulster Unionist @uuponline	231,390
 socialenterpriseni @socentni	60,615
 Quintin Oliver @QuintinOliver	60,348
 Connor Daly @Cdaly29	55,965
 Chef Franco Lania @cheffrancolania	54,652
 Loaf Catering @lovelyloaf	34,749
 NOW Group @NOW_Group	30,296
 Colin Jess @Cjstirling59	25,674

Top photographers[?]

Contributor	Photos
 Quintin Oliver @QuintinOliver	8
 StratagemNI @StratagemNI	8
 Loaf Catering @lovelyloaf	4
 UCIT @UCIT_Ltd	4
 NOW Group @NOW_Group	3
 Maeve Monaghan @maevemonaghan	2
 CoffeePod.Club @coffeepodclub	1
 Jonny Finlay @jonathan_finlay	1
 We Are Little's @WeAreLittles	1
 Tracey K. DeVito @Traceyk224	1

#UUP16

Contributor rankings

Most active [?]			Retweeters [?]			Original tweets [?]		
Contributor		Tweets	Contributor		Retweets	Contributor		Tweets
 Ulster Unionist @uuponline		210	 Ulster Unionist @uuponline		169	 StratagemNI @StratagemNI		71
 StratagemNI @StratagemNI		100	 Sam Nicholson @stjnicholson		89	 Slugger O'Toole @SluggerOToole		58
 Sam Nicholson @stjnicholson		91	 Colin McCusker @CCMcCusker123		77	 Tori Watson @warblingwatson		51
 Colin McCusker @CCMcCusker123		88	 Steve Aiken OBE MLA @SteveAikenUUP		59	 Ulster Unionist @uuponline		41
 Steve Aiken OBE MLA @SteveAikenUUP		65	 Connor Daly @Cdaly29		43	 Sam McBride @SJAMcBride		31
 Slugger O'Toole @SluggerOToole		62	 Kilsally (Alan Day) @Kilsally		43	 FSB Northern Ireland @FSB_NI		23
 Tori Watson @warblingwatson		55	 Andrew McDowell @AndrewMcD_NI		31	 Eye on the Hill @chambrepa		23
 Kilsally (Alan Day) @Kilsally		48	 Stephen McCarthy @smccarthynire		31	 BMA Northern Ireland @BMA_NI		22
 Connor Daly @Cdaly29		47	 StratagemNI @StratagemNI		29	 RNIBNI @RNIBNI		21
 Stephen McCarthy @smccarthynire		33	 Robin Swann MLA @RobinSwannUUP		23	 Age Sector Platform @aspni		17











Most popular[?]

Contributor	Followers
 Joseph Rowntree F... @jrf_uk	136,873
 DailySunday Politics @daily_politics	129,753
 UTV @utv	124,086
 SaturdayKitchen @SaturdayKitchen	108,813
 UTV Live News @UTVNews	88,878
 The Irish News @irish_news	56,597
 TopTrends WORLD... @TopTrendWW	47,024
 Belfast News Letter @News_Letter	30,911
 Ken Reid @KenReid_utv	30,872
 Arlene Foster @DUPleader	29,898

Highest impact[?]

Contributor	Impacts
 Ulster Unionist @uuponline	2,694,903
 Sluggor O'Toole @SluggorOToole	1,517,500
 StratagemNI @StratagemNI	514,323
 Sam McBride @SJAMcBride	312,237
 Joseph Rowntree F... @jrf_uk	273,704
 Kilsally (Alan Day) @Kilsally	248,460
 SDLP @SDLPlive	234,787
 The Irish News @irish_news	226,301
 FSB Northern Ireland @FSB_NI	202,496
 Colin McCusker @CCMcCusker123	182,805

Top photographers[?]

Contributor	Photos
 FSB Northern Ireland @FSB_NI	15
 RNIBNI @RNIBNI	14
 Age Sector Platform @aspni	13
 Margaret_ILan @Margaret_ILan	12
 Sluggor O'Toole @SluggorOToole	12
 StratagemNI @StratagemNI	11
 Mairaid McMahon @FSBNIRegion	11
 Ulster Unionist @uuponline	11
 BMA Northern Ireland @BMA_NI	11
 RCN Northern Ireland @RCN_NI	10

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
NICVA	Lisa McElherron
	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 Health	John McBride
	Anna McDaid
Save the Children	Orlaith Minogue
	Anne Moore
Start360	Zoë Anderson
Family Planning Association	Laura Russell
	Ruairi Rowan

Stallholders

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

Media

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



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