



Internet Watch Foundation

BOARD MEETING

10.00am Tuesday 03 September 2013
ComRes, Four Millbank, London, SW1P 3JA

MINUTES

Present: Sir Richard Tilt (RT) (Chair)
Mary MacLeod (MM) (Independent Vice-Chair)
Jonny Shipp (JS) (Industry Vice-Chair)
Naomi Cohen (NC)
Catherine Crawford (CC)
Jonathan Drori (JD)
Philip Geering (PG)
Peter Neyroud (PN)
Brian Webb (BW)

Apologies: Andrew Yoward (AY)

IWF Staff: Susie Hargreaves (SH) (CEO)
Fred Langford (FL) (Director of Global Operations)
Heidi Kempster (HK) (Director of Business Affairs)
Emma Lowther (EL) (Director of External Relations)
Sandrine Harvey (SJH) (Minutes)

In attendance: Sue Pillar (SP)
Katharine Peacock (KP) (ComRes - Director of Research) - part
Sophie Leedham (SL) (ComRes - Senior Research Analyst) - part

IWF Board Closed session

There was a closed session of the IWF Board from 10.00am to 10.30am.

1. (a) Welcome and Apologies

The meeting began at 10.30am.

The Chair welcomed the two Trustees, Catherine Crawford (CC) and Jonathan Drori (JD) and Trustee designate Sue Pillar, who will take up her position in January 2014.

There were apologies from Andrew Yoward.

(b) Declarations of Interest

There were no declarations of interest.

2. (a) Minutes of the last meetings

The Board approved the minutes of the meeting held on 28 May 2013 subject to the following amendments:

Minutes 28 May 2013 – item 14: Salaries Briefing Paper

The action for this item should be read as: “the Executive to produce costed options and the implementation plan to be presented to the working group to look at and will be presented to the Board at the next meeting in November.”

Minutes 16 July 2013

A new item to be added to record that: “It was agreed that the move to proactive searching for content was a policy matter and would therefore be referred to the Funding Council for a vote”.

Action: SJH to amend the minutes accordingly.

3. Actions arising

Item 8.1.2 from 28 May 2013 - PN has been reminded to provide some contacts with Interpol.

Item 9.7 from 28 May 2013 – It should read “EL to explore all options for promoting the IWF corporate film”. The status should be changed to **on-going**.

Action: SJH to update the Action summary accordingly.

Item 12 from 28 May 2013 – It should read “FL will check the necessity of a MoU between ACPO and the Dept. for Public Prosecutions (DPP) and will contact....”

Item 13.2.4 from 28 May 2013 – The status is **complete**.

Action: SJH to update the Action summary accordingly.

A Board member raised the issue of effectiveness of the deadlines in the action sheet and in the future, a date will be written in the “due” column rather than ASAP.

Action: SJH the Action summary will be more effective with date in the “due” column.

The Chair asked if the Board had any issues with the dates submitted for 2014. MM, Vice-Chair, cannot make 3 June 2014 and will get back to the Chair with alternative dates for consideration. PN also mentioned that if the meeting is moved later in June, he will not be able to attend either.

Action: SJH to distribute alternative dates.

4. Funding Council Report 13 August 2013

The Board acknowledged the Funding Council’s (FC) request for reassurance that following any report back to DCMS there will be some consultation with DCMS regarding any publicity referring to industry.

The Chair agreed that if there is to be any kind of press conference called by the IWF, it must be done in partnership with industry. However, the Board asked FC representatives to report back to FC that any press announcements made by DCMS are out of the IWF's control.

One of the Industry Board members mentioned that some Members of FC are concerned that the IWF is spending money on communications at the expense of the core business (the Hotline). The FC would like to see an overall strategic approach on communications. The CEO reminded the Board that the IWF has a "Board approved" Communications Strategy. It was proposed that due to the numerous recent changes, the Strategy should be revisited, updated and re-presented to the Board and shared with FC. .

Action: EL to re-look at the Communications Strategy and share with the Board prior to the November Board meeting.

5. Audit Committee Report

PN, Chair of Audit Committee reported an excellent year end. He had a private conversation with the Auditors and was pleased to report that there were no concerns with the accounts. Over the past year, the new format had resulted in well presented, accurate management accounts and internally produced annual accounts. Unlike previous years, there were very few year-end adjustments and the Auditors had raised no concerns about financial accounting procedures. The Audit Committee **recommended** approval of the annual accounts by the Board.

Annual Report to the Board

The report was noted by the Board.

Financial Statements

- The annual accounts provided were amended according to the request of the audit committee on 27 August 2013.
- The VAT issue has been addressed and the provision is no longer required.

The Board **approved** the directors' report and financial statements. These will now be presented at the AGM in November 2013.

Review of Financial Delegations Policy

The Board **approved** the changes in the policy.

Bank Accounts Review

The Board **approved** the change of bank accounts from Santander to Barclays.

Action: HK to change bank accounts from Santander to Barclays.

6. Chair's Report

- The Chair attended the Eurodig conference in Lisbon and was given the opportunity to speak at the main plenary session. In previous years, there had been some hostility towards the IWF model but he was well received.
- IWF has recruited three new trustees.
- The Chair will meet in the next couple of weeks with Lord Ken Macdonald regarding the Human Rights Audit. (see item 7)

7. CEO Report

NC noted that the IWF will participate in a Fringe Event at the Conservative Party Conference. She asked what plans we had to attend and present at current and future Labour and Liberal Democrat conferences as they provided excellent opportunities to network with MPs, industry and other partners. SH reported that the event at this year's conference was being organised by IWF and hosted by Emma McClarkin MEP. Kristof Claesen, Public Affairs Manager, would be attending the Labour and Conservative party conferences and PI was arranging a number of meetings. We are currently in discussion with PI about the possibility of an event at the Labour Conference in 2014.

2.2.4 Splash pages

The Board requested FC to re-form the IWF splash page working party to consider the new wording which is being piloted on a voluntary basis by the major ISPs and mobile operators.

Action: JS to ask FC to reconvene Splash Page Working Group.

2.3 EU Grant

It was noted that a decision will be known, regarding whether Safer Internet Centres will be included as a requirement of the Connecting Europe Facility funding by mid-November.

2.4 Human Rights review

The FC has expressed some concerns about holding a press conference for the publication of the human rights report. Lord Macdonald is due to finish the report by mid-October. Both the Hotline Report and the Human Rights report will be discussed at the November Board meeting when publication, dissemination and promotion will be agreed.

Action: RT to update Lord Ken Macdonald on the publication of the report.

7.1 International report

2. OCSARP update

2.1 The visit to Mauritius to set up OCSARP has been deferred by the Mauritian government to the end of October.

2.2. FL will complete the Uganda Countrywide Assessment shortly and we anticipate that they will sign up to OCSARP as their solution.

8. Communication report

2. Public Relations and Media

2.7 Documentary producers

EL reported that the IWF has been approached by a number of documentary makers. Some Board members were concerned about the lack of editorial control inherent in participating in documentaries and that it is very important to ensure that we work with credible documentary makers with a track record. The Board reported varied experiences in this area from very positive ones to less so, depending on who is the commissioner. Given the sensitivity of the work of the IWF, the Board asked to approve future relationships. JD volunteered to assist in this process. It was **decided** that the Board will approve the IWF working with any documentary commission.

SH reminded the Board that this could not apply to news or segments in current affairs programmes which required immediate response as and when required.

The Board complemented the team on the Crimewatch segment and the recent Radio 5 Live Breakfast Show coverage.

Action: EL to contact JD to agree strategy regarding documentary company approaches.

Board to approve any future documentary requests.

3.9 Upcoming: The 2013 Internet Forum organised by DCMS between the UK and the Chinese State Information Office

ComRes presentation

The Chair greeted and thanked ComRes for hosting our Board meeting.

The Director of Research and a Senior Research Analyst of ComRes presented to the Board the result of the poll and its positive outcome, which showed a significant and rare rise in the IWF profile. ComRes admitted there was still some work to be done. However, shifts in public awareness are hard to achieve.

The Chair expressed some concerns that whilst the results were impressive, 80% of the public still did not know about IWF. A Board member stressed that the media attention is only a moment in time and we could not rely on maintaining our current level of awareness once current public and media interest wanes so we would need to continue to work to raise awareness.

The issues that ComRes reported were:

- On-going confusion between CSAC and children accessing legal online adult content.
- The name "Internet Watch Foundation" is also confusing the public.

There was a discussion about the challenge of raising the profile and awareness of the IWF so that people knew where to report, and at the same time avoiding implicating industry in the hosting of CSA content.

Action: EL to ensure that our remit is reiterated at all times in any media communications.

9. Director of Business Affairs Report

5. Salaries and Benchmarking

The working party formed by AY/MM/HK will be reconvened to discuss the draft report from OE Cam and recommendations. SP agreed to join the working party. The recommendations of the working party will be presented at the next board meeting in November.

Action: HK to organise meeting with the working party.

Action: The working party will present the outcome at the Board meeting in November.

10. Technical Report

1. Hotline

1.1.1 Operational Trends

In light of CEOP moving into the National Crime Agency (NCA), it was agreed that SH should contact Keith Bristow, Director General - NCA, to request a meeting for her and RT to understand how CEOP will be incorporated in the new structure.

A good relationship with CEOP is key to the delivering the work of the IWF and SH/FL are in the middle of a number of meetings with the senior team to agree a new SLA and working practices.

Action: SH to write a letter to Keith Bristow to organise a meeting with RT/SH.

10. P2P Report

It has been **agreed** that once the draft P2P paper has been agreed with the working party of FC, it should be sent by email to the Board for their approval with a list of people who will receive the paper. Once electronic approval has been agreed, it will be sent out for a 12 week consultation period.

Action: FL to conclude the paper and send it electronically to the Board for approval.

11. Office Move and use of reserves

Office Move

The DBA explained to the Board that since writing the paper, the premises on Newton House were no longer available. She presented an alternative, Building 296 at the Cambridge Science Park, with updated costings as well as an alternative space in Histon. It was agreed that the facilities, location and specification of the building at the Science Park matched the physical requirements of the IWF and also positioned the IWF as an organisation of national and international importance. The location also met the criteria approved by the existing staff.

The Board **approved** the office move subject to the final lease agreement being authorised by RT/PN.

Use of reserves

In order to finance the office move there would be a need to call on reserves for 2013/14, dropping them below the agreed limits of the reserves policy. The drop in reserves would be temporary, and recouped from income in the following year.

The board **approved** the drop in reserves for 2013/14.

12. Membership Review

1. FC statement on proactive work

The Funding Council is in favour of proactive work.

2. Approval of membership banding structure (including licences)

2.1 Fee levels

The Board **approved** the seven levels of subscription.

Overall, the Members are in agreement with the seven levels. SH is currently undertaking a series of bilateral talks with Members to discuss membership fees and their implications.

2.3 Options for metrics

FC working party is also meeting to agree the final metrics to be used to apply levels.

2.4 Process and timeline

HK set out some options under consideration. She outlined the need for some flexibility to deal with anomalies like trade associations. She has also been looking at how changes to license fees might be implemented. HK has drawn up a revised budget for the next three years to look at the implications of the new membership fee structure and any potential losses if Members decide not to renew. The revised budget will be provided at the next Audit Committee meeting in October with feedback to FC meeting in November.

The fees will be reviewed in 12 months from now (in October/November 2014) to have the necessary time to implement it for April 2015.

A Board member asked for clarification of the need to revise membership agreements to include liability. SH responded that this is housekeeping issue which required action regardless of the current membership review.

3. Operational Research

There was a discussion about the operational research paper and it was agreed:

- The projects needed to be set within a context and overall objectives.
- Any proposed research had to show clearly how it would inform and improve Hotline operational performance.
- It was not ideal to detail a menu of options but this was provided to meet the direct request of FC.
- There needed to be greater clarity on the objectives and benefits of individual projects.

Action: FL/SH to rework the document to address points above and share with Board for approval prior to submission at FC.

4. Harm reduction

EL clarified that the paper had been written in its current form and style to meet the requirements of FC that any activity should be directly related to harm reduction as a means of achieving our overall mission of the elimination of online child sexual abuse.

PN had suggested the format and approach as one tried and tested and used by law enforcement.

EL agreed that the paper was still in draft form and needed additional work and detail prior to submission to FC.

Action: EL to refine the paper and share with the Board for approval prior to submission to FC

5. SoS progress report

It was agreed that the report will be amended to be shorter and with bullet points. SH assured the Board that she had covered each section as requested by DCMS but would rework the document to make it more succinct with a summary paragraph at the beginning. The Board also asked that the document reflected the positive outcome of discussions with industry.

Action: SH to re-draft and send it to RT for approval.

13. AOB

The CEO informed the Board that Lord Ken Macdonald had raised a question about why the IWF had responsibility for obscene adult content hosted in the UK as, in his opinion, it diluted the IWF message/remit. Because of this question, SH subsequently raised this with two other organisations and both were very

interested in potentially taking responsibility for it. Depending on the recommendations of Lord Macdonald's report, this would be brought back to the Board in November for discussion.

Action: The Board to consider the issue.

14. Date of Next Meeting

The next meeting will be held on Tuesday 26 November 2013 preceded by the AGM in London. The time of the AGM and Board meeting will be confirmed in October 2013.

The meeting ended at 1.00pm.