

# CLOSER Longitudinal Communications Network (LCN)

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## 1. Purpose

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- To provide members with a forum to discuss common challenges faced within the biomedical and social sciences communications field.
- To provide a forum to share experiences and encourage collaboration on communications across different studies, research centres, and universities.
- To empower members to be more confident in their marketing and communication activities, promoting best practice and staying up to date with the latest developments.

## 2. Accountability

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- Agendas are set by the Chair and content is directed by the needs of the members. Outcomes of discussions and activities from the LCN will feed into discussions held by the CLOSER Policy and Dialogue team as and where necessary.
- Topics for presentation at the LCN will be discussed within the CLOSER Policy and Dialogue team to ensure they are relevant and feasible to implement.

## 3. Membership and attendance

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- The Chair of the LCN is Jennie Blows, CLOSER's Digital Communications and Events Manager. The Co-Chairs are Rob Davies, Head of Policy and Dialogue and Fiona Lemon, Communications Manager.
- The LCN is a CLOSER-funded network representing longitudinal population studies.
- The LCN also includes representation from CLOSER's study partners and other organisations where there is a clear link to CLOSER and the work of CLOSER.
- Between 1-3 people from each of the member organisations are welcome to attend each meeting.
- Prospective members will be sought via CLOSER's existing communication channels, for example, via CLOSER newsletters, blogs, website adverts and social media. On receipt of expressions of interest, the Chair, in consultation with the Co-Chairs, will confirm membership based on a) role/area of expertise and b) study or organisation represented. The Chair will ensure a diverse range of studies/organisations are represented at the LCN.

## TERMS OF REFERENCE

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- Whilst membership to the LCN is reviewed on an individual basis, it is expected that group members are working directly on communications for longitudinal population studies as part of their role.
- LCN group members will be automatically added to the 'LCN mailing list'. This mailing list will solely be used to communicate with the members of the LCN group regarding LCN updates or wider relevant communication updates and/or changes. To opt out, please notify Jennie Blows ([j.blows@ucl.ac.uk](mailto:j.blows@ucl.ac.uk)).
- The quorum for each LCN meeting is as follows:
  - The Chair or Co-Chairs
  - Suitable representation from across the CLOSER partner studies and organisations.
  - The relevant invited speaker(s) as applicable

## 4. Responsibilities of members

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- The below list details the typical types of topics the LCN meetings may be themed around (please note this list is not exhaustive):
  - Study participant communications and engagement
  - Communicating scientific research to different audiences
  - Engaging with government, parliament and policymakers
  - Engaging with media and press outlets
  - Monitoring and evaluating communications activities
  - Using marketing and communications tools effectively and ensuring best practice
  - Opportunities for collaborations

## 5. Meetings and procedures

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- The LCN will meet three times a year.
- LCN meetings will mainly take place online, with one face-to-face meeting in London per year.
- Travel expenses for attendance to in-person meetings will be reimbursed in-line with the UCL and Economic and Social Research Council (ESRC) expenses policies.
- Virtual meetings will be approximately 2 hours in duration with a short break. Face-to-face meetings will be approximately 4 hours in duration with a catered lunch break.
- Agendas and relevant papers will be circulated electronically to group members in advance of the meeting date.
- Terms of reference will be reviewed on a yearly basis to ensure they are fit-for-purpose and remain in-line with CLOSER's vision, mission, values and strategic aims.

## TERMS OF REFERENCE

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### 6. Personal data

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- As a member of this network, we will need to store your contact details (first name, last name and email address). This mailing list will solely be used to communicate with LCN members regarding LCN updates or wider relevant communication updates.
- You can unsubscribe from this mailing list at any time by visiting the [CLOSER.LCN mailing list page](#) and entering your email on the form in the ‘Closer.lcn Subscribers’ section where it states “To unsubscribe from CLOSER.lcn.... enter your subscription email address.” Mailman will send you an email inviting you to confirm that you wish to unsubscribe. Once confirmed, you will be unsubscribed. You will not need to know your password to do this. You can find out more about unsubscribing on the [Mailman Wiki page](#).
- For further information, please see [CLOSER’s privacy policy](#).

Last reviewed: October 2024

Next review date: September 2025