

PUBLIC DIPLOMACY BOARD TERMS OF REFERENCE

DEFINITION

Lord Carter defines Public Diplomacy as:

“Work aiming to inform and engage individuals and organisations overseas, in order to improve understanding of and influence for the United Kingdom in a manner consistent with governmental medium and long term goals.”

CONTEXT

Lord Carter of Coles Public Diplomacy Review, which issued on 13 December 2005, noted that the establishment of the Public Diplomacy Strategy Board after the 2002 Wilton Review had led to better co-ordination between public diplomacy partners. Nevertheless the review concluded that more could be done to ensure stronger leadership, strategic direction and ministerial accountability particularly regarding the activities of the three main public diplomacy partners – the Foreign & Commonwealth Office, British Council and BBC World Service. He recommended that a new Public Diplomacy Strategy and Performance Management Board – hereafter referred to as the **Public Diplomacy Board** – be established under the Chairmanship of an FCO Minister and should include the three main public diplomacy partners. The Board’s scope should cover both grant-aided and income funded activities. This proposal was agreed by the Foreign & Commonwealth Office, the British Council and the BBC World Service.

AIM

The aim of the Public Diplomacy Board is to improve public diplomacy effectiveness by:

- Setting the strategic direction of UK public diplomacy
- Monitoring and evaluating the outcomes
- Making recommendations on resource allocation

SPECIFIC OBJECTIVES

The Public Diplomacy Board will:

- Agree a list of 25 (or so) priority countries for public diplomacy.
- Agree comprehensive medium-term (3-5 years) public diplomacy strategies for the priority countries, with key outcomes that support the delivery of the government’s international Strategic Priorities.
- Agree geographical priorities, target audiences, priority themes, action plans and measurable outcomes as appropriate and in line with Lord Carter’s recommendations.
- Ensure that each partner allocates resources to those priority areas.

- Evaluate and monitor the impact of public diplomacy activity over time, through a centralised measurement system. Make recommendations concerning future funding as appropriate.
- Seek to ensure maximum synergy between public and private sector activity, and draw on relevant private sector expertise where possible.

COMPOSITION

The Board will be Chaired by the Foreign Office Minister of State responsible for Public Diplomacy supported by an independent Vice-Chair. The Board members will include senior representatives of the Foreign and Commonwealth Office, British Council and BBC World Service (with observer status in view of the BBCWS' editorial independence) with operational understanding of, and responsibility for, the delivery of public diplomacy. There will be at least one other independent member to advise on process, performance measurement and evaluation. The FCO, British Council and BBC World Service Board members may exceptionally substitute an alternate member should they be unable to attend a particular meeting. The Board may invite others to attend meetings or present to the Board as required.

The independent members will be recruited through external advertisement and will be appointed by the Board Chair for a fixed term. They will be required to devote 15-20 days work a year.

OPERATING PRINCIPLES

The Public Diplomacy Board will:

- Meet at least four times a year and be serviced by officials from the FCO's Public Diplomacy Group.
- Report to the Secretary of State & Parliament through the Chair.
- Recognise the day to day operational independence of the British Council and the editorial independence of the BBC World Service.
- Invite the Chair of the Public Diplomacy Advisory Panel/Partners Group to attend at least one Board meeting a year.
- Consider reports/submissions from the Public Diplomacy Advisory Panel/Partners Group at each Board meeting.
- Communicate regularly with the Chair of the Advisory Panel/Partners Group through the Board Secretariat.

Public Diplomacy Group
Foreign & Commonwealth Office
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