

Communications, Events & Marketing Steering Group
Saturday 8th February 2014, Quality Hotel, Coventry

Chairman: David Maidment (South West)	Vice-chairman: Katie Davies (Wales)
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Present: Sam Barton (Eastern), Luke Ablitt (Eastern), Rachel Milner (Northern), Sam Ainscow (Northern), Edward Lovelock (South East), Will Court (South East), Adam Penney (South West), Jess Evans (Wales), Alex J D Ross (West Midlands), James Goulding (Co-op), Jonathan Eayrs (Co-op), Adam Thornber (Co-op), Gareth Laking (Ex-Officio), Paul Glanvill (Devon) *Observer*, Sioned Davies (Youth Forum Chairman) *Observer*, Ben Cavill (*Youth Forum*) *Observer*

Part Meeting: James Eckley (NFYFC Chief Officer), Emily Johnson (NFYFC YFC Travel & Events), Christina Evans (NFYFC Fundraising Officer), John Hardman (NFYFC Treasurer), Robert Blezard (NFYFC Convention Project Manager)

In attendance: Cheryl Liddle (NFYFC Communications Consultant)

1. Opening remarks

- 1.1 David Maidment (DM) welcomed all present to the meeting. DM asks members to note that after today no drinking alcohol is permitted in future CEM meetings.
- 1.2 The group introduced themselves & signed the attendance record.

2. Apologies

- 2.1 Ed Mills (East Midlands), Shannon Garrard (East Midlands), Caroline Trude (South West), Helen Joseph (Wales), Victoria Nicholls (West Midlands),

3. To confirm the minutes of the previous meeting, 2nd November 2013 (008-13-CEM)

- 3.1 The minutes of the last meeting were confirmed and signed as a true record.

4. Matters arising from those minutes (not under agenda items)

- 4.1 None received

5. To receive any relevant correspondence

- 5.1 None received

6. Annual Convention 2014 – Blackpool 9-12 May 2014

- 6.1 Robert Blezard (RB) presented a PowerPoint to the SG (Steering Group):
- 6.2 James Eckley (JCE) – Chief Events Manager & organiser of overall event, licenses & event safety, Robert Blezard (RB)- Manages entertainment bookings, stage & stage acts, events manager, Emily Johnson (EJ) - event administration, Christina Evans (CE)- Manages all sponsorship & exhibitors, Cheryl Liddle (CL) - Manages all media, communications, and social media.
- 6.3 Events Management Team: Claire Palmer (CP) - Main door supervisor, Adam Thornber (AT) – Assistant Manager to RB & looks after guests, VIP's, DJ's, Bands etc. Adrian Willis (AW) - been on events team the longest, Donna Tavernor – works on front door, Mark Mather (MM) – works on front door. The team are all past members.
- 6.4 Stakeholder meetings are held throughout the year to plan for the event. The working party consists of NFYFC, Winter Gardens, Events Management, ESW Solutions, Showsec Security, Medical Care, Blackpool Police & British Transport Police, Blackpool Pub Watch, Blackpool Council, Blackpool Tourism, Blackpool Hotels & Blackpool NHS.
- 6.5 RB reminds members of the SG that they are in a position to take authority and look out for other members at the event. If any incidents occur throughout the weekend, members should report to a member of the NFYFC staff team or Events Management Team.

6.6 Friday registration

RB asks if members are able to help on the registration desks, even for a couple of hours, to let Emily Johnson (EJ) know. Steward no's were low last year, and there is a responsibility for SG members to help at events & competitions. If volunteer numbers are low, it means desk sizes are reduced which will result in a longer waiting time for members to collect wristbands - steward form circulated.

6.7 Note: Registration will be in the Pavilion Horseshoe (as last year), however the entrance is still TBC by the Winter Gardens.

6.8 Entertainment

All suggestions from the November 2013 meeting were looked into, and updates on availability and who had been booked etc were circulated via email to the SG.

6.9 Friday

House DJ (*booked*)

Jameela Jamil (*booked*)

Boomin (*booked*)

6.10 Saturday (Something beginning with Y, F or C)

House DJ (*booked*)

Aled Haydn Jones (*booked*)

Sara Cox - was booked to perform a DJ play off set with Aled, unfortunately she has since received her schedule for May and is unable to perform.

Killer Queen (*booked*) – won the YFC online poll. Known as the best tribute band in Europe & have very good write ups. (a video was shown to give the SG an idea of their performances).

6.11 Radio 1 DJ suggestions discussed to replace Sara Cox:

Hugh Stephens - not available

Matt Edmondson £2800

Comedy Dave (not playing on radio anymore) £1500, Edith Bowman £2850

Fearne Cotton £5000 – 10k (out of budget)

Gemma Cairney £2500

Jo Whiley £4000

Dev – Radio 1 (already has personal interaction with Aled to ask to perform a DJ off)

Toddler T – Radio 1.

6.12 A discussion took place and the SG decided to look into the following options to book:

1st option - Dev – Radio 1

2nd option - Edith Bowman

3rd option - Gemma Cairney

4th option Aled Haydn Jones on his own

6.13 To note SG would like Capital FM DJ's considered for next year's event.

6.14 Sunday (Theme Club Shirts)

House DJ (*booked*)

Scott Mills (*booked*)

Both to do a DJ off in-between sets

Chris Stark (*booked*)

Tzars Band – (a video was shown to give the SG an idea of their performances).

6.15 DM mentioned that a couple of emails were circulated in November & December to the SG asking for thoughts on possible DJ's when acts were not available. Unfortunately there was only one response. It was suggested for a private closed facebook page to be set up for the CEM SG members *only* to keep in contact regarding events & communications. A facebook code of conduct sheet was circulated, and members who would like to be involved are asked to read the terms, sign & return to EJ. EJ will set the page up and invite members to join once completed forms are received.

6.16 Instant Photography service

The SG would like a photographer (as last year) to be set up in the floral suite. Members will be able to take away photos on the night with this service. James Goulding (JG) recommended a photographer and is going to send details to EJ.

6.17 Katie Davies (KD) asked the possibility to have exhibition space to launch the Young Peoples Village (YPV) to make the

event known & welcome to members outside of Wales. Christina Evans (CE) couldn't see a problem with this, and asked if NFYFC would be allowed to exhibit at YPV to promote the Annual Convention in return. KD thinks this will be fine and will confirm shortly.

6.18 New AC website

NFYFC designer has put ideas together from the mood board (festival) that was chosen at the last SG meeting. CL circulated the website look to the SG for their thoughts which they were happy with.

6.19 CL showed the new website on screen (theme will be used across all Annual Convention communications) and is hoping for it to be live by March 2014. Banner can change every year with new images so there will be no need to create a new website. Sections on site: Twitter feed, shop, What's going on, line up etc... information can be changed as necessary. SG would like a map available to click on with key attractions, such as main bar sponsors & events happening so members are aware of the activities.

6.20 URL for the website is www.yfcconvention.org.uk and NFYFC has also bought the domain name www.yfcagm.org.uk, which diverts to the site.

6.21 It was suggested that the main banner on the homepage of the site could be interactive. This could prove costly but CL will investigate.

6.22 SG wanted to know if the website could be made into a mobile App. CL is going to look into costs & Rachel Milner (RM) & Will Court (WC) are going to send details of someone they know who may be able to code the app.

6.23 SG to discuss design styles/themes for 2015 Convention so the website and event information can be made available sooner to the members.

6.24 Programme for the weekend

The SG would like to use the same fold out card design as last year to be given out to members at registration. This will include information on the weekend programme, sponsors, & essential contacts. They felt they were very useful and easily kept in your wallet/purse or pocket. The SG requested a map was included again this year and key areas highlighted i.e. registration area, bar sponsors.

6.25 Posters

CL circulated ideas for the poster theme. SG liked the design and suggested using a lower case font to make the text easier to read – especially on the line up posters.

6.26 Keep same hash tag as last year #yfcagm

6.27 The Communications team are very busy over the Annual Convention weekend and ask if anyone is interested helping with comms, blogs, tweeting etc. to let CL know. There will be a media room available in the venue where members can go after an event to blog etc.

6.30 Fundraising

Massey Ferguson are the main sponsors for the event. Their sponsorship will include sponsoring the JSS bar which will be renamed the Massey Ferguson Lounge (ticketed access) & the Chairman's Reception. The logo will be used throughout the event i.e. YFCagri Forum, AGM meeting, evening events etc.

6.31 Summary of sponsorship:

Massey Ferguson – Main Sponsor (£6000)

Defra - ARAC Forum (£5500)

BIAC - ARAC Forum lunch (£1000)

Walkabout Bar – Wristbands (tbc)

Revolution - still in discussions. Last year £1500 was sponsored.

Che Bar – still in discussions

Anticipated income of sponsorship for event £17000

6.32 WC suggested seeing if Massey Ferguson has a large inflatable available to wave across the crowd.

6.33 CE asked if any members would like to act as representatives to help and speak with the sponsors to let her know. This will be good publicity for CEM members to be involved.

7. Annual Convention 2015

7.1 Venue & Dates – A two year deal has been offered at the Riviera Centre, Torquay, 24 - 26 April 2015 & 21 - 23 April 2017 – *contracts have been signed and returned.*

7.2 Riviera Centre can only hold 4800 capacity. Thoughts are to add a structure onto the venue or limit attendance to 4800. Something for the group to consider at June meeting. Marquee would probably contain a bar and a quiet area.

7.3 SG are asked to speak with counties and feedback to the June meeting with what they would like to do regarding branding for the event.

8. Annual Convention 2016

8.1 Winter Gardens, Blackpool have proposed the following dates for 2016 & 2018: 6-8 May 2016 & 4 – 6 May 2018.

9. Communications & Marketing

9.1 Updates on changes to the team. Emily Meikle (EM) has left the organisation and her post as Communications Officer has recently been advertised. There is also a Head of Marketing & Development joining the team and will hopefully be present at the next meeting.

9.2 SG are asked to feedback what kind of reports they wish to see in the future regarding communication stats – thoughts to CL

9.3 CL provided the group with an update on NFYFC communications since the last meeting. Key statistics included

- Our twitter followers is now 5322 (an increase of around 600 followers since November)
- NFYFC now has 20118 Facebook followers.
- There is an increase in the number of enquiries about joining YFC through private message area on Facebook.
- Our most popular recent Facebook post was about Nekonimate warning – with 26 shares and 15,000 views. Before that the most popular post was about Wormleighton YFC on Radio 1 with more than 240 likes, 27 shares and 13,344 people viewing the post.
- On average, c. 10,000 people are reached every day on Facebook.
- The NFYFC LinkedIn page has 72 followers (24 more since November)
- The NFYFC website had 28,190 total visitors in January 2014 (23, 513 of these were unique visitors).
- YFC Buzz has 17, 037 subscribers. Open rate improved to 31% (was at 25% in October). Click through rate is up to 9-15% (was 3.2% in October). This has been achieved by using different subject titles to encourage subscribers to open.
- Recent press releases have included: YFC Travel; newly elected Council; letters to Farmers Weekly regarding Matching Service; AGCO Parts sponsorship; Rural+ Campaign; statements regarding Nekonimate.

9.4 The advertising campaign for Facebook has proved extremely successful (with an increase of more than 15,000 followers since June 2013) and resulted in increased interaction amongst followers.

9.4 Social Media Guide for counties – the group agreed this could be circulated. They requested a page be added about pros and cons of using different social media channels etc.

9.5 Nekonimate – need to learn from this experience and previous ones (e.g. YFC Exposed). This SG should be getting involved in FB discussions. SG expressed concerns regarding the email that was sent to members and the way it was worded. To consider in the future.

9.6 Ambassadors – would like to approach Matt Baker to become a NFYFC Ambassador and other people - Jimmy Doherty, Sara Cox, Edith Bowman (?), JB, Ben Youngs, Tom Youngs, Phil Vickery, Nigel Owens (Wales President), Prince Charles, Prince William.

9.7 Ten26

The magazine and size has been received very well and is an improvement to past editions.

9.8 Programme ideas are great, as is the job section and career prospects. The group requested better promotion of the affinity deals, more social media promotion by showing more links, hash tags etc and suggested a feature on club exchanges.

9.9 Feedback also included: like the articles – gives a focus to members. Liked the programme ideas. Help for clubs and SG members. Events that clubs can get involved in.

10. Drive it Home campaign update

10.1 Facebook page remains active. YFCs are still recommended to host Rural Road Safety activities and events.

11. Fundraising

11.1 Annual Convention sponsorship covered above

11.2 Cheltenham Racecourse – members enjoyed the event. Bar was ok but most members went to the other bar on site. The group decided they would like to continue organising the event as long as minimal NFYFC Staff time was required and there was no cost to the organisation.

11.3 Affinity deals – the group requested further promotion of the offers available to members.

12. Any other business

12.1 Budget

NFYFC Treasurer, John Hardman and Chief Officer, James Eckley presented the NFYFC 2014 Budget. Full budgets, for every department and an over view paper were handed to each member of the SG. The overall position of the Budget is a deficit of £208K.

12.2 The significant change to budget 2014 is that the HOPS Labour Solutions is in a year of transition as the Seasonal Agricultural Workers Scheme programme it previously administered under contract to the Home Office has ceased. HOPS is therefore in a year of transition as it now must operate 100% of its business in the free market place, which is extremely competitive. Therefore the budgeted donation from HOPS for 2014 is zero. The 2013 donation was £125K.

12.3 John and James referred to the paper previously circulated (paper ref 018-14-A) which depicted the income streams of the NFYFC together with departmental costs. The following was highlighted:-

- Membership income (levy and convention surplus) equate 41% of income
- Sponsorship/donations 27% of income
- Funding gap against total spend 2014 equates 32% of income

12.4 The Board of Management is examining all costs to the Federation however; the NFYFC already is administered in an economic way with no more room to reduce cost without also reducing programmes of work. Therefore to bring about a 30% cut in budget, a 30% cut to programmes would have to be achieved. For example that would equate to 10 NFYFC competition finals being removed from the programme. The recent restructure of the NFYFC Management Staff has combined three posts into two, and thus savings have been made to the employment costs. John highlighted that further reductions to staff costs will have to be combined with a cut in programmes/services delivered by the YFC Centre.

12.5 Members of the steering group and council were asked to consider the levy paid annually, to be mindful that the last increase to the levy was in 2011 and if the levy should be increased and by how much. This will be discussed at the Council meeting tomorrow (9th February 2014) and John and James will be available to discuss the budgets for the rest of today.

12.6 NFYFC Ski Trip

12.7 Sophie Clements from Outgoing Ltd joined the meeting with JH & JCE regarding the Ski Trip.

12.8 Due to its size PD felt it was more appropriate to sit with the CEM Steering Group. SG agreed to take this event on.

12.9 Next year the destination is Tignes (Rhône-Alpes, France), 3-10th January 2015, base cost - £399 (accommodation, coach travel and local lift pass)

12.10 Upgrades include – using the tunnel instead of ferries. Travel options such as organising your own flights, travelling by car.

There will be Entertainment package options with a programme available with times & events happening throughout the trip.

12.11 The SG are asked to think of names for the event ready for May Convention.

12.12 New members. A fresher's event. Have to bear in mind that there are lots of young people joining. Youth Forum suggested a date when everyone would focus on welcoming new members (e.g. October time). Push with marketing. Inspirational, brain storming – ideas for what clubs can do (e.g similar to the source/curve type info). Linked to Train the Trainer? Information for counties. New ideas from Counties so things don't get stale

12.13 Steering Group name change

12.14 To be considered at the next meeting.

13. Date of next meeting

13.1 Saturday 28th June.

14. Closing remarks

14.1 DM thanked all those present for attending

15. Actions

- 15.1 No alcohol permitted in future SG meetings
- 15.2 SG to report any incidents that may occur over the Convention weekend to a member of the EMT or NFYFC Staff
- 15.3 Members to let EJ know if they are able to help with registration desks Friday at Convention
- 15.4 Capital FM Radio DJ's to be considered for 2015 Convention line up
- 15.5 Members who would like to be involved in Facebook CEM group to return signed code of conduct to EJ
- 15.6 JG to send Convention instant photographer recommendation details to EJ
- 15.7 KD & CE to discuss exhibition space at Convention & YPV event
- 15.8 CL to investigate Convention website banner to be interactive
- 15.9 CL to look into Convention mobile app costs. RM & WC to send details of a contact they know that may be able to code the app.
- 15.10 SG to think of design styles for 2015 Convention website and bring to June meeting
- 15.11 CL to include map in Convention handout programme with key attractions
- 15.12 Suggested Lower case font to be used on Convention posters – Media
- 15.13 Same Convention hash tag to be used as last year #yfcagm
- 15.14 SG members who would like to help with Communications over the Convention weekend to see CL
- 15.15.SG members who would like to act as representative to help entertain sponsors to speak to CE
- 15.16 Riviera can only hold 4800 capacity. SG to consider whether extra space is required i.e.: Marquee
- 15.17 SG to feedback to CL the kind of reports they would like to see in future regarding stats
- 15.18 Social Media Guide for Counties –page to be added with pros & cons of using different social media channels – CL
- 15.19 SG suggested delegates to be approached & asked to be NFYFC ambassadors (9.6) – NFYFC
- 15.20 SG requested better promotion on affinity deals, events etc by circulating links and hashtags-Ten26 – CL
- 15.21 SG suggested a page to be featured in Ten26 regarding Club Exchanges – CL
- 15.22 SG recommended to host Rural Road Safety activities & Events
- 15.23 SG would like to continue hosting the Cheltenham event
- 15.24 SG were asked to consider the levy & budget to be discussed at Council – (12.5)
- 15.25 SG to think of names for Ski Event ready to launch at May Convention 2014
- 15.26 SG to think of ways to attract new members
- 15.27 SG to consider SG name change at June 2015 meeting

SIGNED _____

DATE _____