

Communications, Events & Marketing Steering Group  
Saturday 28<sup>th</sup> June 2014, Quality Hotel, Coventry

Chairman: David Maidment (South West) Vice-chairman: Katie Davies (Wales)

Present: Luke Ablitt (Eastern), Caroline Baker (Northern), Edward Lovelock (South East), Jake Henson (South West), James Goulding (Co-Op), Jonathan Eayrs (Co-Op), Robert Blezard (Convention Project Leader), Ben Cavil (Observer from Youth Forum)

Part Meeting: Claire Worden, Alan Low (Outgoing), Chris Greener (Outgoing), Ben Westwood (YFC Ski Rep), Christina Evans (NFYFC Fundraising Officer), Frank Chester (BOM Chairman), Hannah Talbot (NFYFC Vice-Chairman), Chris Manley (NFYFC Vice-Chairman), James Eckley (NFYFC Chief Officer)

In attendance: Cheryl Liddle (NFYFC Communications Consultant), Emily Johnson (NFYFC Travel & Events)

**1. Opening remarks**

- 1.1 DM welcomed all those present and thanked members for cooperating by not bringing alcohol into the meeting.
- 1.2 The SG signed the attendance record.

**2. Apologies**

- 2.1 Gareth Laking (Ex Officio), Ed Mills (East Midlands), Shannon Garrard (East Midlands), Sam Barton (Eastern), Sam Ainscow (Northern), Will Court (South East), Adam Penney (South West), Helen Joseph (Wales), Jess Evans (Wales), Victoria Nicholls (West Midlands), Alex JD Ross (West Midlands), Adam Thornber (Co-Op)

**3. To confirm the minutes of the previous meeting, 2<sup>nd</sup> 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. Area Feedback**

- 6.1 Northern Area – Held a field day last weekend hosted by East Riding which went well. The Area is preparing for the Yorkshire Show and looking forward to a Ski Trip.
- 6.2 Wales – Just held a sports day, the day could have been a little more organised, however overall the day was good. Members are gearing up for the Royal Welsh Show – YPV bookings are going well. They are holding lots of Charity events one being an auction event evening.
- 6.3 South West – Field day held at Wiltshire, day was well organised and successful. They are preparing their own Ski Trip to Val Thorens as they enjoy running the trip themselves.
- 6.4 Claire Worden (CW) asked how many counties use Social Media and how many did not use twitter – it was noted two in the group knew their counties were not joined. CW shared that this is a useful advertising tool for SG/Counties to use to share information on forthcoming events to the membership.
- 6.5 West Midlands Area - Competitions weekend has been held, there were a lot of spectators at the TOW competition and they had a foam party in the evening.

6.6 South East Area - South of England show was a success. The Buckinghamshire County Rally and Annual Show was well attended and they held their first barn dance.

6.7 East Midlands – CW attended the East Midlands area meeting and fed back that they loved the AGM live stream, some members were not aware that this app was available and would like to see it advertised more widely. James Goulding (JG) & Jonathon Eayrs (JE) asked if it's possible to get a video stream that can play in the main town bars that sponsor NFYFC i.e. Walkabout bar

## 7. YFC Ski Trip, Outgoing – 3<sup>rd</sup> – 10<sup>th</sup> January 2015 [www.nfyfc.org.uk/yfctravel](http://www.nfyfc.org.uk/yfctravel)

7.1 Chris Greener & Alan Low from Outgoing & Ben Westwood (BW) (NFYFC Ski Rep) attended the meeting and updated the group on the event progress to date.

7.2 An application process took place to recruit 2 x regional reps per area. All spaces have now been filled apart from Wales. If any Welsh members are interested in applying, they are asked to contact NFYFC or head ski rep BW. Contact details of reps are on the NFYFC website at: <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>.

7.3 Numbers booked so far are up on sales compared to this time last year with 40 confirmed places.

7.4 CG tabled trip details:

**BOOKING PAGE:** <http://yfcski2015.outgoing.co.uk/group/pages>

**BOOKINGS CLOSE:** Friday 5th December 2014 = Final booking and payment deadline

**DEPOSIT SCHEME:** Only £50 deposit required to secure a place until 1st August  
£100 deposit required thereafter until the bookings close date

**TRIP CODE:** YFCSki2015

**RESORT:** Tignes

**ACCOM DATES:** Night of Saturday 3rd – Thursday 8th Jan

Guests can stay Fri 9th Jan also at no extra cost. Need to book own transport home

**TRAVEL DATES:** Friday 2nd & Fri 9th Jan

**PRICE:** £399

**PACKAGES: Standard** - £399 – Price includes:

- Return travel – coach
- 6 nights self-catered accomm (Chalet Club)
- 6 day local area lift pass
- 1:40 Rep to client ratio
- Trip Booklet
- Lanyard with data card
- Wristband = cheap drinks deals and club entry
- Full entertainment schedule

**No Travel** = -£40

**Wristband only** - £TBC – available July 2014

**ACCOMM:** Chalet Club – self-catered - £399 (standard package)

**Upgrades are also available**

### **COACH PICK UPS:**

Newcastle

Leeds Bradford

Wetherby Services, Kirk Deighton, N.Yorkshire LS22 5GT

Birmingham International Airport Train Station, B26 3QJ

Bristol Temple Meads Station Bristol BS1 6QS

Nottingham Train Station, Carrington St, Nottingham, NG2 3AQ

London Slough Central Station, SL1 1XW

Dover Travel Centre

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### KEY DATES\*\*\*

1. £50 deposit deadline – 1st August

a. Members can secure their place on the trip for only £50 up until 1st August. After that point the deposit increases to £100

2. £100 deposit deadline – 28th November

3. Final Payment deadline – 5th December

a. All members must be fully paid up by this date or their booking may be cancelled – please notify our customer service if there are any isolated incidents where this will cause issues for bookings (08443 264 264)

4. Rooming allocation will open approx. 2 weeks before departure

NFYFC 2015 Optional Extras Pricing inc:

Equipment Hire , Tuition , Excursions NFYFC Championship , Espace Killy Discovery , Ice Driving , Alpine Horse Riding, Traditional Savoyard Meal Night , Snowmobile

7.4.1 CG went through the draft daily itinerary - SG are asked to share the information within their Counties/areas for any feedback. CG is going to produce a Google feedback form for SG members to contribute and add their comments/ideas in. The SG and Ski Reps have a facebook group set up and will continue shaping the programme with NFYFC & the outgoing team.

7.4.2 CG asks if any members would like to volunteer to be resort reps to help outgoing with liaising with members and doing room rounds etc..to get in contact.

7.4.3 One of the nights in resort will be fancy dress. SG would like the following options to go on the website for an online vote: Retro, Beach Theme, Tweed. There will also be a Club Shirt theme on one of the days.

## 8. Annual Convention 2014 Update – Blackpool, 9<sup>th</sup> – 11<sup>th</sup> May 2014

### 8.1 Ticket Sales & number of attendees

Packages sold this year were at their highest from over the last 10 year period.

#### Breakdown of 2013/2014 sales:

		2014	2013	% + or -
Advance sales	Units	4,605	4,345	6.0
	Amount	£232,4	£222,0	
	nt	21	48	4.7
On-the-door sales	Units	627	661	-5.1
	Amount	£26,04	£27,31	
	nt	2	9	-4.7
Total sales	Units	5,232	5,006	4.5
	Amount	£258,4	£249,3	
	nt	63	67	3.6

#### On-the-door sales:

	2014	2013
Cash	£12,57	£12,79
	1	3
PDQ	£13,47	£14,52
	1	7
<b>Total</b>	<b>£26,04</b>	<b>£27,32</b>
	<b>2</b>	<b>0</b>

Additional bands (Staff, Officers, Guests, Sponsors etc.): Approx 170

## 8.2 NFYFC Event Management Team

The EMT did a brilliant job stewarding the main doors and AT and RB looked after the VIPS/Acts. Two of the members are stepping down next year (Adrian Willis & Mark Mather) and NFYFC are looking for two members to join the team -preferably males as there are already two females allocated on the doors. Members must be prepared to 'work' on the doors for the three nights. NFYFC are also looking for four members to work on a town team and correspond with licensees (bars, clubs etc) as an NFYFC contact. Interested members are asked to contact JCE for more information.

## 8.3 Summary of Incidents at the event

JCE – there were no arrests, section 27's or crimes attributed to YFC members. There were a couple of incidents in the venue which were quickly dealt with.

## 8.4 Lancashire Police

Overall police feedback positive with no 'official' contact with any YFC members – very pleasing.

## 8.5 Showsec Security

Security worked well and the team were very accommodating

## 8.6 Arley Medical

The first aid team were happy with the event & organisation – 35 members were seen and given a full assessment throughout the weekend and a report has been issued. However it has been noted that the East Room is not suitable and main incidents happened around the entrance, foyer area meaning patients had to make their way through main crowded areas or up and down stairs.

## 8.7 Event Survey Feedback from Members (Including entertainment, comps & registration)

A copy of the results from a survey launched via media after the event were tabled - 151 responses were received (discussed in section 9). SG are asked to contact NFYFC if they would like a copy emailed to them.

8.7.1 Congratulations to Steve Fell from Broughton YFC, Cumbria and Lucy Corner from Elwick YFC in County Durham who are our Convention survey winners. They have won a 3-day package to Convention 2015, courtesy of HOPS.

## 8.8 Budget Summary 2014

		2014 Actual - Blackpool	£4.17 applied (£5.00 gross and a discount to one day OTD price)	Commentary
				CPI and RPI both at 1.5% (year to May 2014 on 17th June)
	<b>Income</b>			Info published by ONS on 17 June 2014)
4005	Convention Income	258,809	254,008	Based on 4,150 discounted (early Sales) and 500 full-price (on-the-day) sales
4011	Sponsorship, Donations & Gift Income	11,655	8,500	Less local/nighttime economy sponsorship options in Tquay
	Hotel - invoices raised	7,377	6,000	2013 Blackpool - higher number of FEDGUEST joined HQ hotel
	<b>Total Income Budget</b>	<b>277,841</b>	<b>268,508</b>	
	<b>Expenditure</b>			
5001A	Paramedics	3,050	3,150	
5001B	Convention Services incl van hire	7,287	4,000	Broadband, Van Hire, PDQ Hire, Radio Hire etc. (£1,100)

5001C	Policing	0	2,000	2012 invoiced £1,500
5001D	Stage Contractor & Management, Equipment	32,743	33,000	2012 spent £33,545
5001E	Wristbands	2,301	1,900	
5001F	Stage Entertainments	23,740	23,500	2012 £18,400 plus £2,400 Riders & accomm. Must attract YFC members to the venue!
5001G	Theatre Services for Perf Arts	2,303	2,300	
	Theatre Hire for Perf Arts Arts	0	2,450	Incl technical equip req'd
7400	Travelling	2,408	2,300	
7402	Hotels	13,164	13,150	2013 Blackpool - higher number of FED GUEST joined HQ hotel. For 2015 need 4x additional YFC 'town stewards' incl additional hotel costs to NFYFC
7501	Postage & Carriage	181	200	
7504	Office Stationery	494	450	
7508	Photocopying & Printed material	2,444	2,500	Includes printing/design of Posters/Programme & digi screens etc
7604	Convention Security	19,377	29,500	Based on 2012 invoice
8204	Insurance	0	110	
8205	Refreshments	354	500	
8206	Room Hire	7,500	14,119	£18,826 in total (8 sessions - 1x to ARAC, 1x to AGM & 6x to Conv)
	Carpeting of Arena and balconies	0	3,250	A requirement of the Risk Assessment for Insurance
	Torbay Council - charge to opening town centre toilets	0	0	Meeting 25 June 2014 indicates no charge applicable now, but is subject to change by Council
Extra	Misc incl Branded workwear	1,158	1,000	
	<b>Total Expenditure Budget</b>	<b>118,504</b>	<b>139,379</b>	
	<b>Total Profit/Loss</b>	<b>159,337</b>	<b>129,129</b>	

### Budget based on 4,650 tickets sold

2015 event is NOT a Bank Holiday weekend an assumption is made that number of attendees will reduce from 2014 (Blackpool always sells more tickets), but be an increase on 2012 (last occasion in Tquay).

### 8.9 Feedback from/about

**8.9.1 Sponsors:** Positive feedback has been received from all sponsors that attended the event and Massey Ferguson would like to be the main sponsors again for Convention 2015. Registration sponsors worked well being situated after the registration desks and they enjoyed engaging with the members. The stands were very interactive and it was noted the members enjoy the freebies, although Farmers Guardian ran out of t-shirts too soon.

### 8.9.2 Massey Ferguson Lounge

Worked very well, the room was decorated and guests enjoyed being able to watch the acts from the Ballroom Balcony.

8.9.2.1 SG comments were that they thought the bar was very slow at times and there seemed to be too many

people in the area who were not invited, meaning helpers & stewards found it hard to relax - should this be a VIP, helpers, officer's area only. It was explained that this occurred because members were getting hold of tickets and a sweep took place by security once this was recognised. It was decided to reevaluate who has access to the lounge tickets to give out.

### 8.9.3 T-shirts

T-shirts with the line-up printed were available to buy at the event, this was available to members on a first year trial which didn't attract many sales - this resulted in the print company making a loss. Feedback from SG was that there were t-shirts being given away for free by Farmers Guardian, so members were not interested in buying one. Also the company were not consistent with their prices and were offering different deals. The SG decided not to provide this service next year.

### 8.9.4 Instant photography service

SG mentioned a lot of members forgot to collect the photos they had bought at the end of the night and thought an online ordering system would work well so members can purchase after the event – NFYFC explained that this is already available and the link was circulated via media. The service received a good response, and the company donated NFYFC a 10% overall kickback from the sales. SG would like the same company to be booked for next year – EJ to book.

### 8.9.5 Hotels

Good feedback has been received from hoteliers apart from one incident that a group of members vandalised a couple of rooms, this has now been dealt with and the members will be covering the damage costs. However, the hotel did want to emphasise that they really enjoy having YFC members to stay and it was shame that a few individuals tarnished the group's reputation.

### 8.9.6 Blackpool Pubs & Clubs

Pubs worked well together, there were no incidents reported and police were happy with how the venues operated over the weekend.

### 8.9.7 AGM

The meeting reached full capacity of just over 800 delegates. Feedback has been received that new members attended and really enjoyed the meeting. Some members didn't realise the meeting was taking place upstairs in the Spanish Hall and feel more stewards and posters should have been around to direct members in the right direction. JCE explained the meeting was originally booked in a downstairs location; however the room recently required work and was out of use for the event. Talking slides worked well, and there was a good response of numbers who logged on and listened. SG felt that the meeting would most likely not attract as many numbers if it was held separate to the Annual Convention.

### 8.9.8 AGRI Forum

SG suggested an event running alongside the meeting to attract more members to attend the forum. JG believes its better having attendees who are interested in the forum rather than encouraging members who may not be to reach higher numbers. SG mentioned that some members would prefer to sit and listen to a meeting rather than having to be involved in the breakout sessions to attend.

## 9. Annual Convention 2015 & 2017 24<sup>th</sup> – 26<sup>th</sup> April 2015 / 21<sup>st</sup> – 23<sup>rd</sup> April 2017 (2 year deal)

### 9.1 First meeting with Police & licensing dept

JCE met with the Torquay Riviera organisers and shared that all is going to plan and licensees are going to try and open pubs earlier in the days. It was suggested to put a marquee up as an extra bar area, however due to licensing this is not permitted.

### 9.2 Suggestions from survey from SG for 2015

*The SG were split into groups to discuss the main points raised from the feedback survey to shape the 2015 programme:*

### 9.2.1 Communication

Website works really well in the run up to the event; however the SG discussed a Convention App to use over weekend. App features would include: Maps, News, Forthcoming Events, Competitions, Rolling Adverts (i.e.: mole valley farmers), Twitter & Facebook Feeds, Timetable, Gallery, Local Attractions/Info, Survey, AGM Feed, Live Text Feed, Wi-Fi codes for venues/pubs

9.2.2 CE will look into costs for adverts to go on an App and will feedback at next meeting.

### 9.3 2015 Theme (look & feel for art work)

Hannah Talbot (HT) shares that Competitions have asked SG's to consider contributing towards their themes in the future. The theme for 2014/15 is family and the 2015/16 theme will be discussed at the competitions working committee on 3<sup>rd</sup> August 2015. The group decided to go with a family theme for the overall look at Convention. Suggestions as follows: YFC Grand Parents, Hawaiian, YFC Family Seaside Holiday (British beach holiday wear), YFC Retro 60's/70's/80's/90's, dad dancing competition

### 9.4 Entertainment

Ideas: Foam Party option in second room (Sunday night preferred), Dress Code – F: Black Tie, Sat: Fancy dress, Sun: Club Shirt, a good Radio 1 DJ as a headliner and a band each night, Daytime (open from 9am) – Comedian – Big like Russell Howard, Innuendo Bingo – split the whole crowd – can use milk, iron brew etc., National Boat Race – 5 man team, It's a knockout style event.

9.4.1 SG to consider the two separate rooms and think about what can be held - two rooms is more accommodating for more acts/DJ's to perform (cost depending). SG to bring ideas to next meeting and look into acts that have experience playing to an audience of at least 3500.

9.4.2 SG would like darts & a pub quiz can be held at the same time – members would like to name the event 'Pub Games Afternoon' instead of pub quiz. Darts to be advertised as a Championship to make members aware the event is open to all.

#### 9.4 Fancy dress options:

OAP'S, Famous Families, Through the decades, Through the generations, Retro

It was decided for the following options to go live on an online poll in the next few weeks for members to decide:

- Through the decades
- Through the generations
- Famous Families

9.4.1 SG asked if blow up accessories are acceptable - SG to take into consideration that if accessories would cause disruption in the event of an emergency evacuation they are not permitted.

### 9.5 Registration/Stewards

Travelling restricts some SG members arriving on time to help, and they face peer pressure from fellow members to drink on the way to the venue on the bus.

9.5.1 Members felt there should be more information regarding registration available – larger posters, signs & pre warnings that there will be a fine if membership cards are not shown.

9.5.2 Clearer separation of tables & letters for wristband collections.

9.5.3 Farmers Weekly & Farmers Guardian to bring more t-shirts in return for having a stand.

9.5.4 There will be less space in Torquay for registration and sponsors - SG to consider where stands should go

and to bring ideas to discuss at the next meeting.

## 9.6 Budget & Ticket Prices

JCE tabled the budget summary - see above for budget approved by CEM and subsequently Council (paper ref: 001-15-AC-C)

9.6.1 The SG felt that the overall discounted pre booked prices for convention packages is good, however think the face value tickets for individual day packages is too high which may be a barrier for some members attending.

9.6.2 SG asked why they do not get to put forward the Annual Convention entertainment package costs for approval. JG feels the SG do not have much responsibility other than choosing the acts for Annual Convention. JCE explains that there are huge financial implications and the BOM were set up to mandate the organisation's budgets. The purpose of the Steering Group is to shape the events programme to make it more attractive to the members.

9.6.3 RB – SG over the years has improved and shaped the AGM massively and play a big part in the NFYFC programmes. It's the content of the programme, how it's organised and what happens that drive the members there.

9.6.4 KD – YPV costs £40 for three nights and £12 for one night and there are acts like Radio1 DJ's.

9.6.5 The SG would like to propose to the BOM to look into lowering the cost for on the day individual sales for 2015. JCE agreed to work out the costs and meet with the BOM to discuss and take to Council.

9.6.6 The Board recommended a £5 increase to the three-day package for Annual Convention 2015 and 2016.

-	<u>2014</u>	<u>2015</u>	-	<u>2014</u>	<u>2015</u>	-
		<b>Members 18 to 26 years</b>	<b>Variance</b>		<b>Associate Members</b>	<b>Variance</b>
<b>Advanced, discounted sales</b>	£62.00	<b>£67.00</b>	£5.00	£67.00	<b>£72.00</b>	<b>£5.00</b>
	£53.00	<b>£57.50</b>	£4.50	£58.00	<b>£62.50</b>	<b>£4.50</b>
	£28.50	<b>£32.50</b>	£4.00	£33.50	<b>£37.50</b>	<b>£4.00</b>
<b>On the day sales</b>	£76.00	<b>£81.00</b>	£5.00	£81.00	<b>£86.00</b>	<b>£5.00</b>
	£64.00	<b>£69.00</b>	£5.00	£69.00	<b>£74.00</b>	<b>£5.00</b>
	£36.00	<b>£34.50</b>	<b>-£1.50</b>	£41.00	<b>£37.00</b>	<b>-£4.00</b>

9.6.7 On-the-door one-day wristband packages to be reduced to £34.50 for members and £37 for Associate Members to encourage more people to buy tickets. **Approved**

9.6.8 Deadline date for discounted pre-booked packages will remain six weeks prior to the event, however the deadline date for members to be on the database to be able to buy wristbands on the day will change to four weeks prior to the event. **Approved**

9.7 **Security** will need to be upped by 10 at the least in Torquay due to the venue layout.

9.8 KD shared that they have had more of a response from Welsh members to attend Torquay than Blackpool and 70 deposits have already been taken.



### 9.9 Sponsorship

Massey Ferguson would like to be the main sponsors for 2015. CE will be meeting in the next couple of months with Torquay licensees in regard to possible sponsorship deals.

9.10 CM would like to recommend 3 bands and 1 DJ for next year:

#### **Bands:**

**Groovy Revolution** - Harper Adams Summer Ball and numerous Wednesday night gigs – APPROX £2000  
<http://www.groovyrevolution.com/>

**Rick Parfitt Jnr Band** - Ledbury Hunt Ball (no1 hunt ball in UK) and 2013 Sports Personality of the Year after party. Approx £5000 <http://www.rpjb.com/>

**Midnight Graffiti** - Harper Adams Paddies Ball/Culm Valley YFC Summer Ball – approx £1500-£2000  
<https://www.facebook.com/Midnight.Graffiti>

#### **DJ:**

**Giles Barr** - Professional DJ - Numerous Harper gigs including Summer Ball and does and did a crowd pleasing set with James Williams at Culm Valley YFC Later Summer Ball

9.10.1 DM asks members if they have any recommendations to collate the information to present at the next meeting.

9.10.2 SG think it would be a good idea to circulate details of the convention programme to bars to display so that members are more aware of events in the morning/daytime etc. NFYFC share that they currently send packs of posters to hoteliers to display in their hotels.

## 10. Annual Convention 2016

10.1 Convention 2016 will be held in Blackpool - dates are currently being looked into for a 2 year deal and will be confirmed in due course.

## 11. Communications & Marketing

### 11.1 Twitter

- Our latest follower total is 6448 – an increase of 1126 followers since February
- During Annual Convention we had a reach of around 4.3m on Twitter
- Our top tweeter was Aled Haydn Jones with a reach of more than 44,000 fans. The hashtag #yfcagm reached 1.72m
- In the build up to the event, the Essex Put that Hoedown single also promoted the Convention and added to media coverage and promotion on Twitter

### 11.2 Facebook

- Since February we have gained 2,350 fans – before, during and after the Convention weekend we gained 1,500 more fans to the page.
- We are now at 22,470 fans – with a reach of 279,018 during the weekend of Convention
- We have set up an event page for YFC Ski, which has more than 1,000 people interacting on it
- Put that Hoedown and the YFC Rally album have been popular posts on Facebook – along with any photos from Convention

### 11.3 LinkedIn

- 98 followers (26 more since February)

### 11.4 YouTube

- Over 800 views for Scott Mills & Chris Stark video – plus even more on the Bomboleo video, which was promoted on Radio 1

- Wigton YFC in the dance finals and Put that Hoedown Live received over 1600 views each.

### 11.5 Website

- Total visitor number 19,444 (June)
- Most popular pages (June figures):
  1. Competitions (1,098)
  2. Calendar (684)
  3. Become a member (590)
  4. Join us (532)

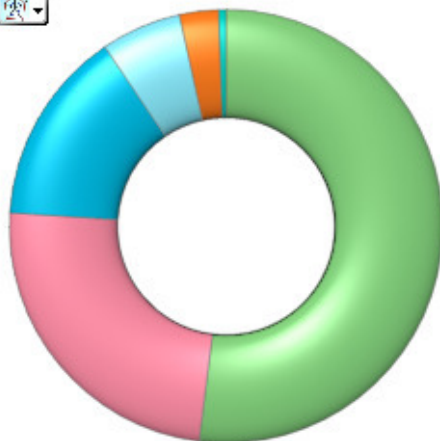
### 11.6 YFC Buzz

- Subscribers 19,300
- Open rate averaging at 30%. Click through rate down to 5% (improved from Oct at 3% but down from 15% in November)
- Above industry average for email campaigns
- Latest top links are Annual Convention and YFC Ski
- Feedback from Staffs includes – more chatty, need more content in the email as clicking to full story is difficult on some phones.
- SG agreed that it was time to refresh the look and feel of YFC Buzz

### 11.7 PR Coverage

- Recent press releases have included:
  - The Time Capsule
  - Annual Convention pre-release
  - Annual Convention post-release
  - CEJA letter to FW and wider press release
  - Comps day pre-press release
  - We generated local and national coverage for Annual Convention. Farmers Guardian included an 8-page pull out and it was front page news on FW and FG. The value of coverage was approx £39k.

### 11.8 PR & Coverage at Convention



Media Type	Percentage
UK Additional Regionals	52.00%
Internet	24.00%
Magazine, Business	14.55%
UK Key Regionals	6.00%
Magazine, Consumer	2.91%
UK Nationals	0.55%

Value of coverage from Convention in excess of £39k worth of advertising space

## 12. Fundraising

12.1 CE highlighted that the group should now be going back to their clubs and Counties to discuss LEADER funding (which is part of RDE funding). CE recommended that clubs (if they haven't already) identified their local LEADER contact and arranged to meet with them to see what funding was available in their area and whether they were eligible to apply. New projects could start from the 1<sup>st</sup> January.

12.2 Winston Churchill Memorial Trust offering Fellowship grants for young people to undertake overseas travel

(4-8 weeks). Great opportunity. Closing date is 23<sup>rd</sup> September 2014 – leaflet tabled  
12.3 The NFYFC Youth Forum will be exhibiting at the CLA Game Fair from the 18-20<sup>th</sup> July in the Active Countryside area. Members were encouraged to attend – leaflet tabled  
12.4 The Livestock Event is on this week 2<sup>nd</sup> – 3<sup>rd</sup> July and NFYFC will be exhibiting – if members planning to go come and visit the stand and say hello  
12.5 CE highlighted that up to this point securing sponsors for the NFYFC competition finals was proving difficult. Extra thought needs to be given to this area and how competitions can be made more attractive to commercial companies (e.g. focusing on improving Comps Day to make more YFC members attend). CE asked the CEM group if they had any ideas.  
12.6 CE announced that £60,000 had been secured from Defra for 2014/15. This funding will provide YFC members with a number of training opportunities, two agricultural study tours and supported the 2014 AGRI Forum. If anyone would like further information they can contact CE.

### 13. Club Shop (NFYFC Merchandise)

13.1 The current car stickers say 'Young Farmers do it in wellies'. It was highlighted that this wording has been used for a long time, and the SG will be thinking of new quotes. Ideas to be brought to the next meeting.

### 14. Any other business

14.1 The majority of the SG felt that the SG meeting in February had too many observers round the table and reps were not able to contribute as much as they wanted to.  
14.2 A facebook page has been set up for CEM members to discuss and contribute towards decisions etc. in-between meetings.  
14.3 JE – suggested thinking about doing a winter event to raise money for the organisation. The majority of the SG felt that the Ski trip & competitions weekend are already in place and careful not to take away the interest of these by adding more to the programme. Counties already hold their own fundraising events; do we want a National one?  
14.4 CEM are not keen to hold an event in the day for competitions weekend  
14.5 SG has no ideas for a name change of the SG and will be bringing thoughts to the next meeting.

### 15. Date of next meeting

15.1 25<sup>th</sup> October 2014

### 16. Closing remarks

16.1 DM thanked all those present for attending

### 17. Actions

17.1 If any Welsh members are interested in applying to be Ski Rep to contact NFYFC or head ski rep BW. Contact details of reps are on the NFYFC website at: <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski> - SG  
17.2 Video stream that can play in the main town bars that sponsor NFYFC i.e. Walkabout bar to be looked into - NFYFC  
17.3 SG to share Ski itinerary information within their Counties/areas for any feedback. SG members to contribute and add their comments/ideas to google graph CG will upload on FB group – SG/CG  
17.4 Any volunteers interested in being a Ski resort rep to get in contact with CG at Outgoing - SG  
17.5 Fancy dress options to go on website for an online vote: Retro, Beach Theme, Tweed. - CL  
17.6 Members interested in joining the Annual Convention EMT & town team to contact JCE - SG  
17.7 SG to contact NFYFC if they would like a copy of the survey results - SG  
17.8 Consider who should have access to guest bar tickets to give out - SG  
17.9 CE will look into costs for adverts to go on an Annual Convention App and will feedback at next meeting - CE  
17.10 SG to consider the two separate rooms in Torquay venue and think about what can be held - SG  
17.11 SG to bring any Annual Convention entertainment recommendations to next meeting to present - SG  
17.12 CE highlighted that the group should now be going back to their clubs and Counties to discuss LEADER funding (which is part of RDE funding)- SG

- 7.13 SG to send any ideas for Final Competition sponsors to CE - SG
- 7.14 SG to think of car sticker quotes and bring to next meeting – SG
- 7.15 SG name change ideas to be brought to next meeting - SG
- 7.16 SG to consider where sponsor stands should go in Torquay due to less space, ideas to next meeting – SG

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

