

## Communications, Events & Marketing Steering Group Saturday 25<sup>th</sup> October 2014, Quality Hotel, Coventry

Chairman: David Maidment (South West)

Vice-chairman: Katie Davies (Wales)

### Present:

Barton, Sam (Eastern)	Henson, Jake (South West)
Debenham, Phil (Eastern)	Jelbert, Will (South West)
Gratton, Beth (East Midlands)	Evans, Jess (Wales)
Milner, Rachel (Northern)	Eayrs, Jonathan (CO-OP)
Dalby, Paige (Northern)	Goulding, James (CO-OP)
Bowerman, Jade (South East)	Laking, Gareth (Ex Offico)
Court, Will (South East)	

### Observers:

Cavill, Ben (Youth Forum)
Hall, Katie (South West)
Hathaway, John (Isle of Wight)
Smart, Fran (South West)

### Part Meeting:

Burke, Maria (NFYFC Marketing & Development)	Evans, Christina (NFYFC Fundraising)
Chester, Frank (NFYFC BOM Chair)	Hardman, John (NFYFC Treasurer)
Clark, David (BOM Independent Specialist)	Manley, Chris (NFYFC Vice Chair of Council)
Creasy, Nick (South West Area, Staff Rep)	Talbot, Hannah (NFYFC Vice Chair of Council)
Eckley, James (NFYFC Chief Officer)	Worden, Claire (NFYFC Chair of Council)

### In attendance:

Conway, Sam (NFYFC Marketing & Communications)
Johnson, Emily (NFYFC Travel & Events)

## 1. Opening remarks

- 1.1 DM welcomed all those present
- 1.2 The SG signed the attendance record
- 1.3 CW (Claire Worden) has been asked repeatedly by members why they cannot drink alcohol in the meetings. CW reinforced that drinking alcohol within the SG meeting was not acceptable. This was so a professional manner could be maintained in high level meetings where decisions are being made to shape the YFC organisation. CW also added that members need to be aware of behaviour in front of observers before and after meetings.

## 2. Apologies

2.1	
Abblitt, Luke (Eastern)	Mills, Ed (East Midlands)
Ainscow, Sam (Northern)	Nicholls, Victoria (West Midlands)
Eaglestone, Shannon (East Midlands)	Penney, Adam (South West)
Ross, Alex J D (West Midlands)	Thornber, Adam (CO-OP)
Joseph, Helen (Wales)	Trude, Caroline (South East)
Lovelock, Edward (South East)	

## 3. To confirm the minutes of the previous meeting, 28<sup>th</sup> June 2014 (06-14-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 reports & calendars – area/counties

- 6.1 *Wales* recently held their AGM in Cardiff which went really well - they are looking at moving location for next year. YPV was very successful, competitions ran smoothly and it was the first year they held a Junior Tug of War. Details of the 2015 event can be found on the YPV website: [www.yfc-wales.org.uk/young-peoples-village](http://www.yfc-wales.org.uk/young-peoples-village). Pembrokeshire YFC are starting to think about plans for their Rally Queen Ball, Katie Davies is the Rally Queen and asks any members interested in attending to contact her.
- 6.2 *Northern Area* held their AGM a couple of weeks ago and new officers have been elected. County Durham YFC are sending a team to the NFYFC Live & Carcase competition for the first time. Yorkshire YFC held their 40<sup>th</sup> Anniversary event and approximately 600 people attended. Counties are starting to organise Christmas Events. Members are looking forward to attending the Senior Member of the Year (SMOTY) competition hosted by the Isle of Man YFC.
- 6.3 *East Midlands Area* are in the process of organising their area meeting which will be held in March 2015. Each County takes it in turn to organise the event and Lincolnshire YFC are the coordinators for 2015. Counties are starting to organise their Christmas events.
- 6.4 *South East Area* are currently looking to recruit a Development Officer for the area. Oxfordshire YFC has held their 70<sup>th</sup> Anniversary ball which went well and approximately 250 delegates attended. Kent YFC raised over £2,500 for charity on the wotnot challenge to convention and are looking into a wotnot for next year.
- 6.5 *South West Area* are busy with events and have held their AGM. Cornwall YFC received the best attendance they have had for years at their Harvest festival and counties are organising Christmas events. SWA weekend will be 6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> March in 2015 – the event has a three place rotation between Cornwall, Somerset & Dorset. Activities day is rotated by the other 3 counties Gloucestershire, Wiltshire & Devon. Guernsey have joined the area with approx 24-26 current members. *Isle of Wight* YFC have just set up a club and are currently recruiting members and promoting the organisation. Isle of Wight YFC are affiliated with Hampshire County.
- 6.6 *Eastern Area* are preparing for their competitions weekend.
- 6.7 Maria Burke - Started on 7<sup>th</sup> July, has no background of YFC and has been living in the UK for over a year. Her main job roles are *Marketing* – Looking at how best to market the organisation as a whole and strengthening the brand. She is going to be attending lots of events, and working with the fundraising & marketing team to meet with potential sponsors etc. *Development* – she is restarting the strategy and is writing a new development plan for the organisation. The project will be a long process and she will be doing consultations and working on the look and feel of the organisation going forward.

## 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 Bookings are going well and as of today there are currently 278 members booked onto the trip.
- 7.2 Fancy dress theme results from the online poll: 1<sup>st</sup> *Retro*, 2<sup>nd</sup> *Beach*, 3<sup>rd</sup> *Tweed*.
- 7.3 It is proving to be very effective having YFC reps in each area as a main contact for members to get in touch with regarding bookings & any trip queries. There is a facebook page set up between the YFC reps & outgoing staff so that they are always up to date with information etc.
- 7.4 The Committee are going to continue to promote the event within their Area's.

## 8. Steering Group Name Change

- 8.1 An in depth discussion took place and the SG agreed to change the name of the committee to "Events & Marketing" to cover all aspects of the steering group role. The proposal will be taken to the Council meeting for approval.

## 9. Club Shop

### 9.1 Car Sticker Slogans

The committee would like to run a competition via media asking members to send in their slogan suggestions. The SG will choose a top three at the next meeting in February 2015. The chosen options will be put on an online poll for members to vote.

### 9.2 It was suggested to look into the following possibilities for the club shop:

- Card holder for bus/train passes etc (good advertising around Universities/colleges),
- Approaching 'Farming Photography' to see whether our logo could go on their designs for members to order
- Look into new designs for the Tie & Cufflinks
- Working with a company where you can upload your logo on items, so designs/items can be refreshed regularly without buying bulk stock.

NFYFC will look into the suggestions and bring quotes & a budget to the next meeting.

## 10. Communications & Marketing

- 10.1 Sam Conway (SC) firstly introduced himself as the new Communications Officer; he has been in post now for the past 2 months. SC previously worked for the Air Ambulance as a Press Officer and has vast experience in journalism & communications. His role in NFYFC is to promote the organisation and look after the social media side. SC would like to make a note on the great promotion work going on in the clubs/counties/areas. SC can be contacted for any media support & advice.

*\*Stats below are since previous Council weekend - June*

## 10.2 Twitter - @NFYFC

Followers = 7,134 – an increase of 686, Mentions = 773, Reach from mentions = 921,727, Retweets = 1,446, Reach from retweets = 1,134,904, Twitter reach is over 2.2m (over 42,000 a day)

## 10.3 An example was shown using a post from Bedfordshire YFC, and how a tweeting can reach a wide audience within Clubs/Area/Counties



26 Retweets

Reach = 39,382

## 10.4 Most popular link

<http://nfyfc.org.uk/memberofyear-comp>, Shared 13 times, Reach = 54,630

## 10.5 Most Popular Hash Tag

#yfccomps , Hashtag Count = 145, Reach = Over 250,000

## 10.6 Facebook

Likes = 24,206 – an increase of 1,159, Post Reach = Over 1.3 million (11,500 a day), Engagement = Over 131,000

## 10.7 The most popular posts viewed are the galleries posted.

## 10.8 LinkedIn

125 followers (27 more since June)

## 10.9 You Tube - <http://www.youtube.com/user/nfyfc>

Videos are being uploaded, including one from Competitions Day 2014

## 10.10 NFYFC Website

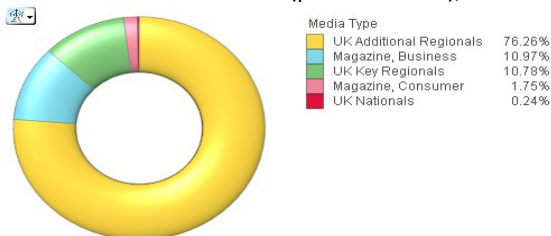
Over 25,500 Visitors, Over 100,000 Page Views, Average session duration = 2:17

Most popular pages: Becoming a member (5,076 views), Annual Convention Poll 2015 (4,200 views), Join Us (3,036 views)

The marketing team are in the process of reconstructing the website to be more user friendly. SG were asked on their views of the website – the majority felt it looked boring and needed to be in keeping with the new Convention site which is full on. It was agreed for the marketing team to look into adding a gallery, a search engine & postal search for the nearest County Office onto the site. Christina Evans (CE) asked the SG to come with ideas to the next meeting on changes that could be made to make the website more effective and she could potentially go to a sponsor for support with the evidence collated.

## 10.11 PR Coverage

NFYFC featured in 146 articles (print & online), Reach from these articles is over 4.4 million, Value = £225,000



NFYFC are working very closely with Farmers Weekly and Farmers Guardian and are building a good working relationship with the journalists.

### Farmers Weekly

11 articles, Reach = 697,389, Value = £30,000

### Farmers Guardian

18 articles, Reach = 726,588, Value = £67,200

## 10.12 Magazine

NFYFC always want to hear about what clubs & counties are getting upto. Send stories to: [magazine@nfyfc.org.uk](mailto:magazine@nfyfc.org.uk)

## 10.13 Katie Davies (KD) mentioned that Wales FYFC run a twitter 'AwrHour' on a Sunday once a month between 8pm-9pm for discussions on upcoming events & questions etc. The majority of the SG think it would be a good source for the members & potential members if NFYFC run media forums to discuss the latest topics & what clubs/counties are upto – similar to Agrichat. This could also be a discussion the Youth Forum Committee could get involved in. SC will be looking into this initiative.

## 10.14 Some of the committee had not received their membership login for the NFYFC website. Daedulus are currently working on the server to rectify this problem, however members are asked to contact Gary Woodman in the ICT department if they do not receive details in the next couple of days. The SG asked if an email could be circulated to the members asking them to get in contact if they have not received a log in. Nick Creasy (NC) recommended for this to be circulated via NFYFC.

## 10.15 SC shared that members can subscribe & unsubscribe from the Buzz newsletter on the NFYFC website.

- 10.16 Pembrokeshire YFC County Organiser has set up a snap chat account as a way of communicating with the members. They found this useful to keep members up to date and share competition results etc. Nick Creasy (NC) noted to be careful not to overload on forms of media as it can be a big responsibility for all coverage to be managed/monitored, and its about finding that happy medium of what the staff/officers can manage etc. Also it was mentioned to be careful not to create more ways of communication to prevent members attending events and taking part in the movement of the organisation ie: Chairman, Secretary, meetings etc.
- 10.17 A message had been posted on the NFYFC facebook asking National to sort out why their club had not received Ten26 magazines. SC asked if members could please contact the NFYFC office if they have any problems and not to post on social media.
- 10.18 SC will be working on updating a media help sheet that was circulated in a previous SG meeting to be used as an overall guide for club/counties & areas.
- 10.19 It was noted that a media session will be held at the Chair Day on 7<sup>th</sup> December 2014. Chairs & Vice Chairs from each county, area & Steering Group committees will be invited.
- 10.20 The SG are going to encourage counties, clubs & areas to embrace social media.

## 11. Fundraising

- 11.1 Massey Ferguson will unfortunately no longer be the main sponsors for the Annual Convention 2015 due to large budget cuts & redundancies within the company. However, this does not mean NFYFC will not be working with Massey Ferguson in the future and a proposal to support the Performing Arts Competition or some Annual Convention promotional material has been sent to them for consideration. Discussions are also being held to see whether both parties can host an event together at LAMMA 2015. The Fundraising department will continue to look into potential sponsors for the Annual Convention - NFU Mutual has been approached and are currently considering the opportunity.
- 11.2 Kuhn Farm Machinery (UK) Ltd has agreed to sponsor the AGRI Steering Group for twelve months (from 1<sup>st</sup> October) and AGRI Forum (£7500). Furthermore they will be the 2015 Annual Convention wristband sponsor (£2,500) – this is under the agreement that they will be given first refusal for sponsoring the 2016 wristbands too.
- 11.3 Muller Wiseman has been sent a proposal to sponsor Chair's Day literature, the YFC Travel booklet or a brochure detailing NFYFC training opportunities. Currently NFYFC is awaiting their decision.
- 11.4 A sponsorship proposal has been sent to NWF Agriculture for 2015. Options include Dairy Stockjudging Cards/Competition and ten26 (£various).
- 11.5 A 2015 sponsorship proposal has been sent to HOPS. This will be considered further in the New Year.
- 11.6 Initial discussions between NFYFC and Honda have taken place. NFYFC has presented a sponsorship proposal which Honda is considering. This is based around farm safety.
- 11.7 Woodstream Europe will be the main sponsor of the 2015 Chairmen's weekend.
- 11.8 NFYFC is meeting with TAMA UAT Ltd at the end of the month to discuss their support in 2014 and whether they wish to continue this into 2015.
- 11.9 Other areas of work for the Fundraising department include securing a 2015 sponsor for the Youth Forum, submitting funding applications to the Princes' Countryside Trust, NFU Mutual Charitable Trust and Sport England.
- 11.10 JG suggested direct grants for YFC on farms and asks if there is anything on the website linking in. CE explained she had previously added this type of information in *Once Weekly* but was given no feedback. This was time consuming so was stopped. Instead CE now prefers to speak to County Organisers etc individually to identify their needs and tailor the fundraising advice given as appropriate. In addition, CE will be running a training session at the Staff Conference on bid writing. If this is successful NFYFC will consider running a webinar or similar (dependent on interest level).
- 11.11 KH is in discussions with Rumenco looking for sponsorship? Make animal licks etc – CE offered KD additional support outside of the meeting.
- 11.12 William Court (WC) – asked whether NFYFC had any links to Equity insurance? CE highlighted none at this stage but if he had any details she would happily pursue it.
- 11.13 JG – A friend of his has a lot of contact with New Holland. CE has been in contact with this company already but is hesitant at this stage to approach the company as NFYFC has a strong relationship with AGCO (AGCO Parts and Massey Ferguson). CE would like to see what happens over the next few months with AGCO before approaching New Holland.
- 11.14 Cheltenham Race Day affinity deal is on website under the log in area and will be in the next edition of The Buzz

## 12. Annual Convention 2015 , Torquay, 24<sup>th</sup> – 26<sup>th</sup> April

- 12.1 Programme of entertainment – The SG were presented with the Convention entertainment budget. NFYFC had researched suggestions that had been made from the SG previously & also received ideas from Live Music Management (agency used over the last few years). After a thorough discussion, the group would like the following acts to be looked into & booked if available. NFYFC will consult with the SG via the facebook closed group.

Friday		
House DJ	Chris Lauriella	Arena
House DJ	Giles Barr	Forum

<b>Radio 1 DJ</b>	Danny Howard	Arena
<b>Band</b>	Hype Deluxe	Forum
<b>Saturday</b>		
<b>House DJ</b>	Chris Lauriella	Arena
<b>House DJ</b>	Giles Barr	Forum
<b>Radio 1 DJ</b>	Greg James	Arena
<b>Band</b>	<b>Energetic Cover Band</b>	Forum
<b>Sunday</b>		
<b>House DJ</b>	Chris Lauriella	Arena
<b>House DJ</b>	Giles Barr	Forum
<b>Radio 1 DJ</b>	Chris Stark	Arena
<b>Band</b>	<b>Energetic Cover Band</b>	Forum
<b>Foam Party</b>		Arena

- 12.2 Saturday daytime entertainment – JCE shared that it is a requirement on the venue policy for the Riviera to be open in the day time. A Darts competition will be ran by the Competitions SG on the morning. The SG suggested having entertainment such as Rockaoke or the Werzals afterwards depending on budget.
- 12.3 NFYFC are looking for two members to join the Event Management 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.
- 12.4 The NFYFC marketing team are working on an Annual Convention app to be available to use in 2015.
- 12.5 David Maidment (DM) - hotels are getting booked up very fast. Some hotels are not accepting YFC's due to some member's inappropriate behaviour in the past which has affected this year's availability. Members are asked to uphold the reputation of the organisation and refer to the Standards of Behaviour policy.
- 12.6 The Marketing team chose the overall design based around family that they would like to use for the Convention website & papers/posters etc.

### 13. Future Annual Convention Dates

#### 13.1 Dates to note:

2016	Blackpool	6 <sup>th</sup> – 8 <sup>th</sup> May
2017	Torquay	21 <sup>st</sup> – 23 <sup>rd</sup> April
2018	Blackpool	4 <sup>th</sup> – 6 <sup>th</sup> May

### 14. Future Annual Convention Venues

- 14.1 Discussions for this item were deferred to a future meeting.

### 15. Any other business

- 15.1 Steering Group Chairman and Vice Chairman proposals for next meeting and also 3 co-options. It was noted that this was the last meeting of the Committee for the year and those wishing to stand for 2014/2015 would need to ensure that they are representatives on Area Committee's.
- 15.2 Ben Cavill (BC) updated that the Youth Forum met last weekend at the NFYFC Office in Stoneleigh. The group is building more interest and the JMOTY recently joined. The field game (Watch the Cowpat) has potentially found a sponsor and the game may be released to counties soon depending on how popular.
- 15.3 JCE presented the budget for 2015 together with an update of the Events forecast for 2014.
- 15.4 Evaluation forms and Annual Convention Steward forms were completed

### 16. Date of next meeting

- 16.1 21<sup>st</sup> February 2015

### 17. Closing Remarks

- 17.1 DM thanked all those present for attending

**Actions:**

- 6.1 SG to contact KD if interested in attending the Pembrokeshire YFC Rally
- 7.4 SG to continue promoting the YFC Ski event within their Area's
- 9.1 NFYFC to run a YFC car sticker slogan competition via media and bring results to the next meeting
- 9.2 NFYFC to look into suggested items for the club shop and to bring research to next meeting
- 10.10 SG to bring ideas for changes that could be made to the NFYFC website to the next meeting
- 10.12 NFYFC always want to hear about what clubs & counties are getting upto. Send stories to: [magazine@nfyfc.org.uk](mailto:magazine@nfyfc.org.uk)
- 10.16 SC to look into running media forums on twitter
- 10.17 SC asked if members could please contact the NFYFC office if they have any problems with media ie: Ten26 etc.
- 10.18 SC will be working on updating the media help sheet as an overall guide for club/counties & areas
- 10.20 SG to encourage counties, clubs & areas to embrace social media
- 11.1 CE to continue looking into potential sponsors for the Annual Convention
- 11.9 CE - working on securing a 2015 sponsor for the Youth Forum, submitting funding applications to the Princes' Countryside Trust, NFU Mutual Charitable Trust and Sport England
- 11.10 If the training session at staff conference is successful, NFYFC to consider running a webinar or similar.
- 11.11 CE to speak with KD to offer support for submitting an application to Rumenco for sponsorship
- 11.14 Members can access the Cheltenham Race Day affinity deal on the NFYFC website under the log in area
- 12.2 If budget allows, SG would like NFYFC to look into Saturday daytime entertainment such as Rockaoke or the Werzals
- 12.3 SG members interested in joining the event management team or town team to contact JCE
- 12.4 NFYFC Marketing team will be working on an Annual Convention app to be available to use in 2015.
- 12.5 Members are asked to uphold the reputation of the organisation at the Annual Convention and refer to the Standards of Behaviour policy.
- 15.1 Steering Group Chairman and Vice Chairman proposal's for next meeting and also 3 co-options – to note that this was the last meeting of the Committee for the year and those wishing to stand for 2014/2015 would need to ensure that they are representatives on Area Committee's.