



Events & Marketing Steering Group Saturday 21st February 2015, Quality Hotel, Coventry

Chairman: Katie Davies (Wales)

Vice-chairman: Caroline Baker (County Durham)

Present:

Abblitt, Luke (Eastern)
Eayrs, Jon (Eastern)
Burrows, Alex (East Midlands)
Ward, Hannah (East Midlands)
Dalby, Paige (Northern)
Milner, Rachel (Northern)

Rowe, Jenny (South East)
Bowerman, Jade (CO-OP)
Goulding, James (CO-OP)
Robinson, Ben (CO-OP)
Maidment, David (Ex Officio)

Observers:

Cavill, Ben (Youth Forum)
Hall, Katie (South West)
Hazelwood, Dene (TBC)
Smart, Fran (South West)
Thornber, Adam (Northern)

Part Meeting:

Bleazard, Robert (NFYFC Annual Convention Event Manager)
Eckley, James (NFYFC Chief Officer)
Evans, Christina (NFYFC Fundraising Officer)
Johnson, Emily (NFYFC Travel & Events)
Manley, Chris (NFYFC Vice Chairman)
Talbot, Hannah (NFYFC Vice Chairman)
Worden, Claire (NFYFC Chairman)

In attendance:

Conway, Sam (NFYFC Marketing & Communications Officer)

1. Opening remarks

- 1.1 DM welcomed all those present
- 1.2 DM asked the SG (Steering Group) to ensure mobile phones are on silent. Tweets can be sent throughout the meeting as long as decisions made during the meeting are not announced.
- 1.3 DM thanked the Steering Group for contributing to a great year.
- 1.4 The SG signed the record of attendance

2. Apologies

2.1

Evans, Enfys (Wales)
Henson, Jake (South West)
Jelbert, William (South West)
Mellor, Kate (South East)

3. To confirm the minutes of the previous meeting

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

4. Election of EM Steering Group Officers

- 4.1 CW thanked DM for his involvement as chair throughout the year.
- 4.2 *Elections:*
Chairman: DM nominated KD for position of chairman, JE seconded the proposal
Vice Chairman: No proposals were received
Co-options: RM nominated CB as Co-option, PD seconded the proposal
JE nominated JG, DM seconded the proposal
JR nominated BR, LA Seconded the proposal

All nominated members accepted the positions

RM would like to nominate CB as Vice Chairman now she has been elected into the SG - PD seconded the proposal. CB Accepted the role.

JR nominated JB as third Co-option

4.3 Chairman: Katie Davies

4.4 Vice Chairman: Caroline Baker

4.5 Co-options: James Goulding, Ben Robinson, Jade Bowerman

5. Matters Arising from those minutes (not under agenda items)

5.1 None received

6. To receive any relevant correspondence not relating to further items on the agenda

6.1 None received

7. Area feedback reports & calendars – area/counties

7.1 KD welcomed all those present and asked the SG to take a copy of the Terms of Reference document referring to all the committees to digest and note any comments to bring to the next meeting.

7.2 South West Area – Counties Christmas events went well, Cornwall FYFC held a Carol Service which had good attendance. A couple of counties booked Chris Stark (Radio 1 DJ) for their events. SWA weekend is being held in 2 weeks at Western Super Mare. Gloucestershire – Christmas event was well attended, they have their Rally approaching and are doing the Three Peaks Challenge

7.3 West Midlands Area - Held their Winter Wonderland event. They are currently raising money for the area and have started the planning for their Rally.

7.4 Eastern Area – Held their Area AGM in January and a new team is in place. Area competitions are being held at their winter event next weekend.

7.5 South East Area – Hampshire's Christmas event had an attendance of 400 members and they have their 70th Anniversary Ball on 4th July. Oxfordshire held a county ball in October & 250 members attended. They have recently recruited a new development officer, Lee Vallins – the area county federations have contributing towards funding this position and are hoping to become a stronger area with the additional support. Spring competitions are being held next weekend.

7.6 East Midlands Area – Competitions final is being held in Skegness on the 6th March. The area are working together to ensure their event dates do not clash which is enabling them to support each other more. They held a successful training weekend in the middle of January which was well attended.

7.7 Northern Area – Christmas events went well. A new officer team has been appointed & Lancashire has taken on the administration for 2015. They had a well attended Train the Trainer course in Cumbria. Northern area weekend will take place in a couple of weeks and Northumberland are organising a traffic light party. Area stockman competition is being held in the Isle of Man. Yorkshire are organising a Wotnot Milk Float challenge to Torquay AGM to raise money for dairy farmers – the challenge will take a week and they will be stopping at large dairy industries on the way.

7.8 Wales – recently lost a large amount of funding, an emergency council meeting was held in January and they are working with the government to try and obtain funding and ensure the office is secure. The area is gearing up towards the pantomime competition being held in Swansea at the beginning of March.

8. YFC Ski Trip, Outgoing – 3rd – 10th January 2015 www.nfyfc.org.uk/yfctravel

8.1 RB explained that Ben Westwood (BW), NFYFC Ski Rep, was unable to make the meeting and that he will be standing in for him today to report back. RB is the Annual Convention Event Manger and & as a keen skier is helping to organise the YFC event to with intentions to make it profitable as well as enjoyable for members. 425 members booked onto the 2015 YFC ski trip and several members organised their own holiday to the same resort to incorporate the YFC activities. A feedback survey was circulated to all the members shortly after the event and a great result of 98 responses was received – copies of the comments were tabled to the SG.

8.2 The majority of feedback from around the table as follows: Outgoings booking system was not user friendly and the facility of only being able to book four members at a time proved difficult. The booking time limit was not long enough. Outgoing was not consistent with travel information and often relayed incorrect information. Catered accommodation was very basic. Didn't see many members in resort. The Outgoing rep was late arriving at a bus pick up point. Members were disappointed with the rep management. The staff at one of the lodges where members

stayed were not impressed with how Outgoing dealt with the booking and reps left a box of passes outside reception without giving any instructions to the lodge staff on what to do with them. Ski lessons the morning after arrival was chaotic and reps did not seem familiar with the resort area, resulting in members being late for the arranged 10am lesson. One of the reps was bragging that he was there for a free holiday and seemed pretty 'high on life'. BW was brilliant as NFYFC rep and visited the groups. Evolution2 ski school were great. Funicular party went well, however there were regular comments that the Outgoing staff were very drunk. PD said that Yorkshire YFC said they would not purchase a YFC Ski package if the agency Outgoing were used again. Members did say apart from the above experiences with Outgoing, they did have a great time on the trip and would like to work on improving this opportunity.

Ski Trip 2016

8.3 NFYFC did a tender process based on the feedback received from members; the panel consisted of JCE, BW, RB & EJ. This procedure was carried out as a priority to ensure the agency used is suitable. The invited operators were Off the Piste, Wasteland, Outgoing & NUCO. RB presented a presentation on each operator and what they are able to offer. The main focus points were: Ease of Booking, Competition Programme, Event Programme, Large Ski Area, Quality Reps, and Varied Accommodation.

8.4 The outstanding agency will not be announced until Tuesday 24th February and it's important that the members start to discuss preferences & building the programme to ensure the most fitting operator is appointed.

8.5 SG asked whether a ski agency is required at all and could NFYFC run the event? Management explained that it is important that an operator is in place for the protection of taking a large group out to resort and to cover all risks associated with the trip, i.e.: accommodation.

8.6 The SG asked the possibility for different travel options to be available to select when booking a package, i.e.: flights & the Euro star.

8.7 It was decided an option would be available when booking for members to purchase or opt out of taking travel insurance and there would be a membership number facility to ensure only members can book on.

8.8 The SG decided to select three resorts to rotate yearly. The chosen option for 2016 is Les Arcs from 9th - 16th January - a great resort with lots to offer. SG agreed to investigate other resorts over the next 12 months and would like to look into Austria as an option. It was felt that having a rolling programme will gain more buying power and management to tailor the trip accordingly.

8.9 SG would like to look into: An opening & closing event, more member involved activities & competitions throughout the week, i.e.: Wacky Races, a base bar for the whole week and a prize giving on the closing day.

9. Annual Convention 2015 – Torquay, 24th – 26th April

9.1 Accommodation: It has become apparent that some counties have been struggling to find accommodation for the Annual event. This may be due to a few reasons, such as the expansion of the event, or rooms being held that are not required. It is also unfortunate to hear that some of the hotels are not welcoming Young Farmers due to a handful of members who have ruined the reputation of the Federation by their behaviour. However NFYFC do direct and encourage members to abide by the NFYFC standards of behaviour policy and a serious stance is taken on these issues. If any Counties have any accommodation reserved that they do not require, please let the NFYFC office know ASAP so the information can be shared with those searching. It was recommended that members who cannot get accommodation near to the venue try neighbouring towns such as Paignton and Newton Abbott. The locations are a couple of miles away, however, travelling in a large group will help with the cost of transport into Torquay. Perhaps county coaches could help with the transport with a shuttle service.

Tourist Company information can be found on the Convention website. Keep an eye out for further information & updates at: <http://yfconvention.org.uk/about/accommodation>.

9.2 Event Management Team: There are still some vacancies available on the Event Management team. These positions are ideal opportunities for members to get involved with running the event and it's a rewarding role.

9.3 Management Venue team Fri/Sat/Sun - start approx 9pm until 2.30am working on the doors. The Events team will oversee the event by managing the queues, directing members, helping with queries etc. In return members will get 3 nights' accommodation & wristband.

9.4 Town Team Sat/Sun: The role will include working in town alongside the police and Street Pastors (volunteering organisation) & visiting licencees at the bars & venues. This is carried out in an attempt to prevent incidents happening and defusing possible situations. In return, members will get a wristband for the whole weekend & 2 nights' accommodation.

Members of the Events & Marketing steering group are reminded that it is the committee's responsibility to ensure these roles are fulfilled, and it is noted that if the roles are not filled, NFYFC will have to pay for extra SIA staff out of

the budget when these positions should be member led. To see a structure of the event management team, visit the NFYFC website at: www.yfconvention.org.uk/get-involved/volunteers.

9.5 Registration stewards are required for wrist banding on Friday between 13.00-18.00 & 21.00-00.00. If any members can help with the above vacancies, please contact EJ at the NFYFC Office with your availability.

9.6 **Programme of entertainment:** The Acts recommended by the SG at the previous meeting in October were looked into and booked if within budget. SG were kept in the loop via email and to date the following artistes have been contracted:

Friday			
House DJ	Chris Lauriella	Arena	Contracted
House DJ	Giles Barr	Forum	Contracted
Radio 1 DJ	Danny Howard	Arena	Out of budget – approx £10,000
Band	Hype Deluxe	Forum	Contracted
Saturday			
House DJ	Chris Lauriella	Arena	Contracted
House DJ	Giles Barr	Forum	Contracted
Radio 1 DJ	Greg James	Arena	Unavailable – running London marathon
Band	Energetic Cover Band	Forum	Recommendation – MIB - available
Sunday			
House DJ	Chris Lauriella	Arena	Contracted
House DJ	Giles Barr	Forum	Contracted
Radio 1 DJ	Dev Griffin	Arena	Contracted
Radio 1 DJ	Chris Stark	Arena	Contracted
Band	RJP	Forum	Contracted
Foam Party		Arena	Contracted

9.7 RB presented a PowerPoint of entertainment to the SG and explained that acts were still required for the Saturday evening. A presentation of artistes within the budget were shown. The SG confirmed that they would like an offer to be submitted for Aled Haydn Jones & Alice Levine to perform on the Saturday evening - EJ to look into and book artistes if available. If Alice & Aled can play at the event, SG would like MIB band to be booked as all costs are within budget. EJ will keep the group up to date on the bookings via email and a Facebook group (to be set up).

9.8 It was noted that Competitions SG will be holding a darts competition on the Saturday morning. Scott Mitchell who has just won the World BDO Darts Championship, was a keen young farmer and invited to attend the event. Unfortunately he is unavailable, however is happy to do a video message to be played at the competition.

9.9 Budget based on 4,650 tickets sold

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

		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 Info published by ONS on 17 June 2014)
	<u>Income</u>			
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 Torquay
	Hotel - invoices raised	7,377	6,000	2013 Blackpool - higher number of FEDGUEST joined HQ hotel

	Total Income Budget	277,841	268,508	
	<u>Expenditure</u>			
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 guests 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	
	Total Expenditure Budget	118,504	139,379	
	Total Profit/Loss	159,337	129,129	

9.10 **Sponsors/fundraising:** CE reported on the sponsorship for Annual Convention:

Unfortunately Massey Ferguson is unable to be the main sponsors for 2015 due to budget cuts within their organisation. However, they have agreed to become the Performing Arts Competition Sponsor (£2500). This sponsorship includes the design and print of the regional finals and final programmes.

9.11 It was noted that an incident happened last year where members vandalised the main sponsors Massey Ferguson tractor outside the venue which resulted in £5,000 worth of damage. This is unacceptable behaviour and members need to be aware that actions like this can jeopardise future relationships.

9.12 Kuhn will be sponsoring the AGRI Forum and the Convention wristbands.

9.13 Lantra has agreed to sponsor the Annual Convention Programme (£1500).

9.14 Natwest is giving- £2,500 towards the AGM booklet and the Source.

9.15 A sponsorship proposal was sent to NFU Mutual regarding the 2015 Annual Convention (main sponsor £7,000) which has been turned down. The proposal is now with Agri Bank.

9.16 CE is in discussions with the Round-table regarding sponsorship for the darts competition for- £600- as well as

potential sponsorship of the posters.

9.17 CE is in the process of finding sponsors for the AGRI forum lunch, AGM lunch, and a main head line sponsor. Kingfisher Leisure and Work Wear has agreed to sponsor the Spring Club Mailing (£800) and has become NFYFC's official clothing supplier – they will be attending the Annual Convention selling polo tops for £15 – NFYFC will receive £1 commission on each sale. The line up will be on the back of the top. Kingfisher will be at Council to show garments to members.

9.18 There are not many opportunities for sponsorship with bars in the town centre, as a lot of them have closed since YFC'S last visit.

The SG are also dedicated to raising more money for the Federation as a whole and suggested that the ticket price for Annual Convention be increased by £10. The proposal will be put forward to the Board of Management ready for the June Council weekend.

9.19 **Annual Convention Website:** Website is up to date as much as it can be at this time. There is a downloadable poster available for members to use within their clubs & counties to promote the event. www.yfconvention.org.uk

9.20 **Design for posters/banners etc:** Artwork has been designed to incorporate with the theme 'Family'. Themes can be viewed on the above convention website.

9.21 **Annual Convention App:** Due to lack of funding & sponsorship, there is not enough money in the budget to produce an app for the 2015 event. The marketing team will continue to research this and hope to have something in place for 2016 depending on costs. SG suggested looking into Machinery companies - Precision Agriculture and New Holland – Dan Halliday as main contact. CE explained that Kuhn are on board because of Massey Ferguson wanting to work with NFYFC and the existing relationship.

10. Annual Convention 2016 & 2017

10.1 2016: Blackpool, 6th – 8th May, 2017: Torquay, 21st – 23rd April

SG asked if there is a clause in the two year deal with the Riviera Centre that allows a break out from the contract. JCE shared that there must be a good enough reason to get out of the agreement and the accommodation situation is insignificant. The SG discussed that the reason hoteliers will not accommodate the members is partly due to behaviour and the reputation of YFC, and this is not down to a particular venue or location. NFYFC do direct and encourage members to abide by the NFYFC standards of behaviour policy and take a serious stance & action on these issues. SG to share these issues with members. SG would like to continue this discussion at the June meeting after reviewing how the 2015 event goes.

10.2 JG asked the possibility of holding a festival. It was agreed that this kind of event would be too risky to run, and financially not possible. KD shared that Young Peoples Village made a deficit one year when the weather was bad.

11. Communications & Marketing

11.1 **Facebook:** 26000 Likes (1,800 new since last SG meeting). Reach = nearly 1.5 million. Engagement = 133,000

11.2 **Twitter:** Almost 7,800 followers (600 more since last SG). Tweeting 8 times a day. Mentions = 1,100. Mention Reach = 1.65 million. Retweets = 1,300. Retweet Reach = 1.64 million.

11.3 **YFC Buzz:** 18,658 subscribers (slightly down since last SG meeting, however expected to rise as Convention draws closer). Engagement rate is 26% - above industry standard.

11.4 **Press coverage (based on NFYFC):** Reach = Just over 2 million (worth just over £71,000). 35% was online. 33% in local press. 20% in national publications such as Farmers Weekly & Guardian.

11.5 **Rural +:** Reach on social media was over 3.5 million. From using #RuralpLus, plus 'Put that Hoedown' and tweet from Prime Minister. Press reach = Just over 500,000

11.6 **Ten26:** Next editions will be March, June & September/October. March edition will cover: Round up of Council weekend, & introduction to new council team, build up to Annual Convention, Round up of Ski Trip 2015, Travel Selection Day, County's Chair's Day & Youth Forum Residential. Piece about farm safety & the day in the life of a Kuhn engineer.

11.7 **Affinity deals:** available under the membership log in area on the NFYFC website

11.8 **SG Hashtag:** SG discussed using a hashtag just for the Events & Marketing SG. SC explained that a YFC Travel Twitter session was held with the hashtag #yfctravel – responses were quite poor, however this will continue to be advertised to get more interest. Wales hold a Twitter session between 8-9pm on a Sunday - depends on what the topic is regarding level of interest from members. If a session is held for the Events & Marketing SG, SG members will need to implement and be on board to promote the session and be involved etc.

11.9 **Car Sticker slogan sticker**— Car stickers – Ranking chart tabled – top three preferred slogans will go on a poll – announced at AGM

The Top 3 Choices in the YFC Slogan competition were chosen. These will be put into a poll on the website and the winner will be announced at AGM:

“Outstanding In Our Field.”

“Keeping It Rural.”

“Skills for work, friends for life.”

11.10 **Plans for the coming year:** To get all clubs & counties up and running with a facebook page to promote YFC (Not a profile). This will be a good source for promoting events within Counties. Posts can also be scheduled and the administrator can keep track of the publicity received on the profile. SG would like to focus on more coverage on under 18 year old members ie: club of the month, profiles, stories of events etc. The Group will work closer with the Youth Forum about promoting our younger members through social media, YFC Buzz and Ten26. NFYFC are able to promote County & Club events and SG are asked to share with their areas and make members aware they can send stories to SC for publishing.

12. Fundraising

12.1 CE announced loss of Defra funding, which was £60,000, bearing in mind losses in budget. This loss was put down to the fact that it is a General Election. CE said that she was working on getting some of it back. £60,000 was to fund training courses etc. Not high attendance which isn't helping with bringing in money. Members saying they don't know about it. Group help achieve it.

12.2 Tama back on board – loved working with us – helped at Lamma show – enjoyed Convention. Same with NWF Agriculture – doing workshops which were successful. Massey Ferguson staying on board.

12.3 CE was looking at a deal with Honda, £30,000 has also been secured from NFU Charitable Trust for training and travel.

12.4 CE looking at RDP funding. Proving to be a challenge.

12.5 CE reiterated that she is on hand to help any counties with any fundraising bids and proposals.

12.6 AB said the information is being put to members but members are claiming that they are not hearing about training opportunities. CE put it to the group to ask the members where they are / isn't seeing the training opportunities. SC also suggested that all members know exactly what the communication channels are. CE reiterates that she can bring the money in but she needs them to help promote events. CE said that promotion of work of other SG'S helps bring money in.

12.7 CM mentioned a joint venture with Harper Adams as an example

12.8 There was a suggestion of working with Universities and Looking at events throughout university times etc.

12.9 Motion coming from county to raise membership to 30 – not convinced – under 300 across country over age.

Do we give opportunity? We don't get more because of the way levy works – does not affect the budget.

Think about – will be discussed at Council Meeting – can be involved - just in a slightly different way

12.10 SG would like to look at organising a trip to Oktober-fest etc. to make money – may be a put off for members attending convention etc, more money to pay for.

12.11 It was noted that the Riviera Centre is £30,000 less than the Winter Gardens in Blackpool mainly because of security and the fact that there were two rooms of entertainment.

13. Any other business

13.1 BC discussed potential marketing opportunity. Discussed that a member from Essex made about a video diary from Essex to Blackpool. BC suggested that the members could promote the AGM themselves in a similar way. CE said that she suggested that the Steering Group promote themselves in what they do, like what the Comps Steering Group are doing. SG decided to try and promote the concept of video diaries and promoting the group.

13.2 KD asked the group to read the Terms of Reference documentation and fill out the slogan forms.

13.3 Annual Convention Steward forms were completed.

14. Date of next meeting

14.1 27th June 2015

15. Closing Remarks

15.1 KD thanked the group for attending and closed the meeting at 5:37pm

Actions

- 7.1 SG bring any comments on Terms of Reference document to next meeting
- 8.7 Different travel options to be looked into for the Ski Trip. i.e.: flights & the Euro star - NFYFC
- 8.8 Option to be available on Ski booking page for members to purchase or opt out of taking travel insurance and there to be a membership number facility to ensure only members can book on.
- 8.9 SG to investigate Ski resorts over the next 12 months to rotate
- 8.7 SG would like to look into: An opening & closing event, more member involved activities & competitions throughout the week, i.e.: Wacky Races, a base bar for the whole week and a prize giving on the closing day.
- 9.1 Any Counties who have spare accommodation to let EJ know
- 9.2 Members to contact NFYFC should they be interested in being part of the Event Management Team, 9.3 Management Venue team Fri/Sat/Sun, 9.4 Town Team Sat/Sun, 9.5 Registration Stewarding - SG to help fulfil these
- 9.7 EJ to look into and book Aled Haydn Jones & Alice Levine to perform on the Saturday evening if available. If Alice & Aled can play at the event, SG would like MIB band to be booked as all costs are within budget.
- EJ to keep SG up to date.
- 9.11 SG to help make members aware that behaviour can jeopardise future relationships.
- 11.10 Marketing plans for the coming year: To get all clubs & counties up and running with a facebook page to promote YFC (Not a profile) - more coverage on under 18 year old members ie: club of the month, profiles, stories of events etc. - make members aware they can send stories to SC for publishing.
- 12.1/12.6 SG help promote training courses funded by sponsors
- 12.11 SG to look into costs to attend Oktober fest
- 13.1 SG to try and promote the concept of video diaries and promoting the group.