



Events & Marketing Steering Group Saturday 27th June 2015, Quality Hotel, Coventry

Chairman: Katie Davies (Wales)

Vice-chairman: Caroline Baker (County Durham)

Present:

Eayrs, Jon (Eastern)
Burrows, Alex (East Midlands)
Henson, Jake (South West)

Bowerman, Jade (CO-OP)
Goulding, James (CO-OP)
Robinson, Ben (CO-OP)

Observers:

Cavill, Ben (Youth Forum)

Part Meeting:

Burke, Maria (Marketing & Development Officer)
Davis, Sam (NUCO Ski Operator)
Eckley, James (NFYFC Chief Officer)
Evans, Christina (NFYFC Fundraising Officer)
Johnson, Emily (NFYFC Travel & Events)

Manley, Chris (NFYFC Vice Chairman)
McNulty, Danielle (Youth Forum Chairman)
Talbot, Hannah (NFYFC Vice Chairman)
Westwood, Ben (NFYFC Head Ski Rep)

In attendance:

Conway, Sam (NFYFC Marketing & Communications Officer)

1. Opening remarks

- 1.1 KD welcomed all those present
- 1.2 The SG signed the record of attendance

2. Apologies

- 2.1

Abblitt, Luke (Eastern)	Mellor, Kate (South East)
Dalby, Paige (Northern)	Milner, Rachel (Northern)
Hatcher, Enfys (Wales)	Ross, Alex J D (West Midlands)
Jelbert, William (South West)	Rowe, Jenny (South East)
Maidment, David (Ex Officio)	Ward, Hannah (East Midlands)

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. Matters arising from those minutes (*not under agenda item*)

- 4.1 A copy of the terms of reference was tabled. SG are asked to send any comments on this document to EJ before the next October meeting – **Action SG**

5. To receive any relevant correspondence

- 5.1 Correspondence has been received from Edward Lovelock (Buckinghamshire YFC member) with a venue suggestion for YFC events – 'Silverstone Woodlands Campsite'. The site has just undergone a revamp and they have invested massively in facilities. Being one of the Silverstone F1 official campsites, they also have a huge capacity to hold 5,000+ delegates. SG do not feel this would be a suitable venue to hold an Annual Convention, however will bear the site in mind for future events. This information has also been shared with the other NFYFC departments.
- 5.2 KD suggests that if the SG would like to look into a festival type of event with camping, that it may be beneficial for a working party to be set up with Wales YFC events team with their vast experience in running the YPV event. SG think this

would be a good idea, and ask in the meantime if KD could speak with Wales to see if they would be prepared to share their budget to give an idea of the financial implications – **Action KD**

6. Area feedback - reports & calendars – area/counties

6.1 South West Area: County Rally's have been successful. Two ski reps are in place for the NFYFC trip in January 2016. Competitions were held last weekend ready in time for NFYFC finals in Stafford next weekend.

6.2 Eastern Area: Accommodation proved to be a struggle for the Annual Convention 2015. Rally's have taken place and all went well.

6.3 South East Area: Berkshire attracted approx 5000 delegates to their Rally. The South East show has been held, entries seem to be increasing. Kent show will take place soon. Lee Vallins (South East Area Membership Officer) has now finished working his notice, and the area is in discussions whether another Officer is required in the future.

6.4 East Midlands: Rallies went well. Competition rounds were well attended with a good level of entries. Lincolnshire show was successful and Derbyshire's event is being held tomorrow with more competitions taking place. Found it hard to find accommodation - some of the hotels at the Annual Convention were fantastic and went the extra mile to accommodate. Other hotels had an attitude towards YFC, unfortunately because of a few members in the past who have ruined the reputation of the organisation – seems unfair that members are tarred with the same brush. Radio 1 DJ's at convention were great and overall they really enjoyed the event.

6.5 Northern: Rally's went well with large attendance. Northern Area field day is being held today hosted by Yorkshire YFC. Members will be attending the Isle of Man on the 18th July for their Stockman competition – each county is participating. Quiet on the YFC Ski trip front at the moment – two reps are in place for the area. County Durham held their three peak challenge last weekend.

6.6 Wales: Rally's are all finished and they are now gearing up for the Royal Welsh Show in July. The Wales office has gained some funding back, however not as much as anticipated. The staff team has been re-structured and voluntary redundancies were offered. Pembrokeshire clubs will soon be doing the three peaks challenge. Annual Convention feedback was really good, some members had to stay in hotels 8 miles away from the venue as they struggled to find accommodation closer. Blackpool is a well suited venue for the event, do we need to look into different options instead of Torquay.

7. YFC Travel Trip, Outgoing, Les Arc, 8th/9th January 2016

7.1 KD confirmed that NUCO Travel is the official ski operators for the 2016 event. Bookings for the ski trip are live, and members are able to book via: booking.nucotravel.com/yfcskitrip2016.

7.2 SD was welcomed to the meeting. SD introduced himself as the NUCO account manager, and explained he will be the main contact before and hopefully at the event <http://www.nucotravel.com/>.

7.3 YFC Ski reps are now in place, there are still 2 places available in Wales & 1 in Eastern Area – the areas are asked to feedback – **Action Eastern & Wales members**

7.4 All essential need to know information is on the NFYFC website at: <http://www.nfyfc.org.uk/YFCSki/yfctravel-ski> including details of the YFC area reps.

7.5 A discussion took place regarding the week's entertainment and the SG are happy with the following agreed itinerary (*subject to change*):

- Saturday – Base Bar – a meeting place for YFC members – NUCO reps will also be there
- Sunday – Open Air Welcome Party – 5pm-7pm with vin chaud on Red Hot Saloon terrace
- Monday – Igloo/Mountain Meal
- Tuesday – Igloo/Mountain Meal

Dependant on booked numbers, one event will be held on either one of the nights)

- Wednesday – Competitions in the day - Comedy Night (can hold 600) – looking into Ed Burn (dependant on budget)
- Thursday – Closing party in Red Hot Saloon

7.6 The SG chose fancy dress themes for the Thursday closing party. Options for online poll are: Arctic Animals, Christmas Jumpers & Crazy Shirts.

7.7 SD shared that a t-shirt & beanie hat will be included free of charge to every member who books on the trip. The SG would like an option for blue & pink t-shirts with a similar design to the YFC reps promo t-shirts (BW was modelling). There will also be an option for members to purchase a hoody at a cost of £20 by YFC Clothing (official NFYFC clothing suppliers). There were three designs circulated which were previously shared with the SG & YFC Reps for their opinions prior to the meeting. Design 1 (snow flake), was the most well received with a couple of agreed tweaks. The SG would like the hoody available in one colour. SD is happy to include an option of purchasing the hoody on the NUCO booking form and collating the orders to forward to YFC Clothing.

7.8 Future resorts - SG are keen to look into Val Thorens , Tignes (previous YFC trip resorts) and Sal Bach (Austria) - Sal

Bach is a great location with good snow and reasonable costs - SD is going to look into these options – **Action SD/NFYFC**
 7.9 SG asked the possibility of advertising the ski trip at the Royal Welsh Show. KD is going to speak with the Wales office to see if a ski flyer could be included in the YPV packs they send out – **Action KD**
 7.10 SG asked the Marketing team if a focussed newsletter for the trip could be circulated in addition to the buzz.

8. Annual Convention 2015 Update – Torquay, 24th – 26th April 2015

8.1 Ticket Sales & number of attendees

		2015	2014	2013	% + or -
Advance sales	Units	4,527	4,605	4,345	-1.7
	Amount	£250,187	£232,421	£222,048	7.6
On-the-door sales	Units	661	627	661	5.4
	Amount	£35,754	£26,042	£27,319	37.3
Total sales	Units	5,188	5,232	5,006	-0.8
	Amount	£285,941	£258,463	£249,367	10.6
Breakdown of on-the-door sales:					
		2015	2014	2013	
Cash		£14,471	£12,571	£12,793	
PDQ		£21,283	£13,471	£14,527	
Total		£35,754	£26,042	£27,320	
Above figure is total sales, not people. Total people was 5,115 (4,527 pre-booked, 588 on-the-door).					
An additional £387.50 was taken in fines for no membership card or invalid membership card.					
All amounts are net of VAT.					

8.2 The event sold 5,188 tickets with an increase of approx 800 members since the last Torquay event.

8.3 Event Management – worked great together and enjoyed being part of the team. As the event is expanding, feedback is that the team needs to be bigger with a layer of management responsibilities need to be put in place.

8.4 Summary of incidents at venue and in Torquay town – Police & Council worked well with NFYFC and were supportive on the press & media front.

8.5 Event feedback

8.5.1 Registration & wristband stewards - good feedback has been received from NFYFC Staff & stewards. Northern area experienced a couple of issues where members with the same names were given the wrong wristbands and that some members did not have their second form of ID checked. NFYFC will look into whether it should be a condition for members to gain entry to collect their packages for the next year – **Action NFYFC**

8.5.2 The group was told that only 6 SG members helped during registration compared to competitions & AGRI SG's which were better represented by their members. JCE highlighted that all members of the SG should expect to volunteer at the 2016 event.

8.5.3 Entertainment - good feedback received at the NFYFC office. Fire alarm let off twice due to a member/s breaking 2 x safety glasses. There was a lack of procedure from the Riviera Centre, however they ensure they will make sure a better system is in place with red strobe lighting moving forward. Foam party was a success. RPJ band & Radio 1 DJ's were highly praised.

8.5.4 Comps - 34 members took part in the darts competition. Great atmosphere full of spectators.

8.5.5 Sponsors – SG have received good feedback, members enjoyed speaking with the sponsors in registration and would happily like to see them at the event for a longer time over the weekend.

8.5.6 Massey Ferguson Bar – some members found it quite hard to find– next year venue maps will be provided to guests – **Action CE**

8.5.7 YFC Clothing - all merchandise sold out and NFYFC received £243 commission. Members complimented the quality of the garments and service. The items were dropped in price half way through the day and a member wasn't happy that she had paid full price.

8.5.8 Photography service – a donation to NFYFC of £170 was received from the photographer. The SG would like to book the same service for next year – **Action EJ**

8.5.9 Hotels - It became apparent that some counties were reserving a large quantity of accommodation in advance resulting in members struggling to find rooms. Closer to the event, rooms were being released and hotels were contacting the NFYFC office with vacancies. BR mentioned that there were hostels with vacancies nearby which work

well if members struggle in the future.

8.5.10 JB received feedback that Sam Allen (Oxfordshire County Group Leader), struggled to get hold of NFYFC on the emergency phone number when he needed to speak with someone regarding an incident **Action EJ**

8.5.10 Torquay Town – Street pastures were fantastic. SG felt that the YFC presence received many mixed reactions from residents. For the first time in Annual Convention history, the Federation has had to pay £10,000 in malicious damage caused by unidentifiable members.

8.6 Budget summary – the budget was discussed and a copy is available from NFYFC – EJ to include on the facebook page **Action EJ**

8.7 Media

- **Annual Convention media stats - 24th April – 29th April**

8.7.1 **Facebook**

935 new Facebook page 'Likes' (up 8% on last Annual Convention (775))

Post reach = 625,000 (up 50% on last year (406,255))

Engagement level = 19,452 (up 196% on last year (6,577))

8.7.2 **Twitter**

Impressions – 522,000

Engagement – 3,045 (788 RTs)

New followers – 200

8.7.3 **YFC Convention website**

1,500 visits a day

8.6.4 **YouTube**

6,600 Hits

8.6.5 **PR Reach**

650,000 (Ad space worth £75,000)

- **Overall comms stats (since last Council weekend)**

8.7.4 **Facebook**

27,663 (2,000 new Facebook page 'Likes')

Post reach = 1.89 million

Engagement level = 188,000

8.7.5 **Twitter**

Over 1.3 million impressions (around 14,000 a day)

Engagement - Almost 29,000

700 new Twitter followers

8.7.6 **NFYFC website**

115,000 page views (930 a day)

8.7.7 **PR Reach**

Over 3 million

8.7.8 **Buzz**

214 unsubscribed

25% opens down to 22% (800 subscribers)

1,190 Clicks - down to 443

8.7.8.1 SC shared that the subscription has gone down in numbers. SG suggests scheduling the newsletter to be sent out in the evening as members in the day might dismiss the email if for instance they are working.

Newsletter to lose the subscription and be available to all members – members to have the option to unsubscribe.

Online version to be sent via Facebook & Twitter

Send to Counties to forward onto members

Phone app

8.7.9 **Once Weekly**

Only 37% of recipients are opening emails

8.8 Annual Convention Feedback Survey – Sam shared a summary of the overall feedback which was extremely positive with great constructive comments. SC will add a copy of the results to the Facebook page – **Action SC**

8.9 AGRI Forum received great feedback being in the afternoon, and approx 100 more members attended than in the previous year. Some members felt that the meeting worked better being in the morning so it did not overlap the Pantomime and events in town.

9. Annual Convention 2016 & 2018 (two year deal), Blackpool

9.1 Confirmed Dates: 6th – 8th May 2016 & 4th – 6th May 2018

9.2 First meeting with Police and Licensing dept of Authority - JCE - debrief comments from the volunteer event management team immediately after the 2015 (Torquay) event gave a clear and consistent message - saying that the team needs to be bigger and a layer of management responsibilities need to be put in place.

The fact that the Torquay 2015 event was attended by over 5,000 members (approx 1,000 more than any previous event held in Torquay) was a major contributor to this – the event is larger and now takes more managing. At a recent meeting with the Lancashire (Blackpool) Police Constabulary (Event Planning officer) and Visit Blackpool (Conferencing and Tourist office), the NFYFC was informed of a new initiative in Blackpool – the ESAG (Event Safety Advisory Group?) This group has been established as a result of the Hillsborough Inquiry. From the conversations, whilst this initiative is called ‘advisory’, it would appear its key role is to scrutinise the plans for events held in Blackpool. Mindful of why this initiative has been put in place, we should assume it is there also to mitigate the possibility of negligence to Blackpool’s agencies, and ensure these are mitigated as far as possible by those agencies advising the organisers of the events to take certain actions – passing responsibly always back to the organisers. JCE will continue to keep in contact with the ESAG committee and will update on any progress.

9.3 Fancy dress themes for online poll are: Back to the Future, Sports Day & Superheroes.

9.4 Stage Entertainments – DiscoJackers met with NFYFC prior to the meeting and would like to be considered as House DJ. Disco Jackers is a mobile disco, based in the North West of England, headed up by James Rickard and Simon Knagg. They have combined DJ experience of 35 years. They have played at the NFYFC AGM before and also at local YFC county events. The SG would like Giles Barr who played last year to play two of the nights and would like offer one evening to Discojackers (*subject to quote*) – **Action EJ**

9.5 SG would like quotes to be obtained for the following acts ready for discussion at the October meeting: Radio 1 DJ’s: Scott Mills, Chris Stark, Greg James, Danny Howard, Aled Haydn Jones, Dev Griffin, Alice Levine, Matt Edmondson, Annie Mac, Huw Stephens. Bands: Rudimental, Sigma, RPJ, Soul’d Out, Feeder and recommendations from R&R agency (RPJ’s agent) – **Action EJ**

9.6 SG would like to wait until the fancy dress theme is announced in October before deciding whether they would like to organise any daytime events on the Saturday alongside the darts competition.

9.7 Budget - The budget was discussed and a copy is available from NFYFC – EJ to include a copy on the facebook page - **Action EJ**

9.8 Ticket Prices – As agreed at the last Council meeting, the tickets have been increased by £10. Ticket prices below approved by BOM & SG.

Packages	Days	YFC Members		Associate Members	
		Discounted Price	Full price (on the day)	Discounted Price	Full price (on the day)
A	Fri, Sat, Sun	£77.00	£91.00	£82.00	£96.00
B	Fri, Sat	£67.50	£79.00	£72.50	£84.00
C	Sat, Sun	£67.50	£69.00	£72.50	£84.00
D	Fri	£42.50	£44.50	£47.50	£49.50
E	Sat	£42.50	£44.50	£47.50	£49.50
F	Sun	£42.50	£44.50	£47.50	£49.50

9.9 Communications theme and tools/designs for 2016 – SG would like to base the design around the chosen fancy dress theme. The marketing team are going to look into designing mood boards for each of the themes and will share with the SG for comments prior so a decision can be made at the October meeting - **Action SC & MB**

9.9.1 Comms are looking into a media partnership with Farmers Weekly to combine with a new photographer & share media.

9.10 Event Management – any members who would like to be part of the team Friday - Sunday, to contact James Eckley at the NFYFC office - **Action SG**

10. Annual Convention 2017, Torquay

10.1 Date to note: 21st – 23rd April 2017

11. Communications & Marketing

11.1 Latest update on social media and comms - SC said that Ten26 was due out at the end of next week. BR raised the point that Young Farmers of the same family should only get one edition of the magazine. The SG suggested passing any spare copies of the magazine to their club / county office and possibly pass them on to non-members for recruitment campaign.

11.2 SC reminded people to read Once Weekly and share information with their clubs and counties as the reading figures are low.

11.3 MB said that membership leaflets are designed and have been sent to print ready for distribution in July. CB questioned the need for the leaflets and suggested putting them on a postcard instead of a leaflet. Some of the SG pointed out that they had never seen the leaflet. CE suggested that the SG go away and look at the membership leaflet and think of ways we can improve it.

11.5 Recruitment and Retention campaign 2015 – Funding has been received from the Rural Youth Trust (£5,200) to run a recruitment campaign on the 2-8th November. It is aimed at YFC clubs to increase their membership by 10%, Dates: 2-8th November. PD joined the meeting and are working with the SG to support the campaign.

Ideas: Downloadable resources developed, make a promotion video, do a national club programme – each county to follow, look at ways to keep uni members involved, media pages, twitter hour, photos. CM is leading on making a video.

11.6 Promoting best practice amongst the membership - by highlighting successful club nights, fundraising ideas and recruitment campaigns. Promotion will include social media content for YFCs to use and articles in ten26 and on the NFYFC website to provide ideas for our members to use (retention).

12. Fundraising

12.1 CE sought sponsorship from the Worshipful Company of Young Farmers which members requested, however no one is applying – the opportunity has been advertised widely across all social media. SG suggested it may be the wrong timing with Counties being very busy throughout Summer? Could opportunities be available in membership joining leaflet?

12.2 CE questioned what the SG wanted out of fundraising. CB and KD both said that they were very happy with the job CE was doing and happy for her to continue in her responsibilities.

12.3 CE thanked all group members for speaking to the sponsors at the AGM. She also announced that Honda is coming on board as a sponsor.

12.4 JE questioned the current status on affinity deals and suggested promoting them more.

13. Club Shop (NFYFC merchandise)

13.1 MB discussed car stickers and brought up the possibility of using them for the Recruitment & Retention campaign. The SG agreed to use the #morethantractors slogan for the car sticker, which will be ready in time for the recruitment & retention week.

13.2 MB discussed the idea of bringing in travel mugs. SG did not think it should be used.

13.3 KD asked group to put any new suggestions for club shop on Facebook group and asked the group to push stickers to clubs and counties.

14. Any other business

14.1 KD suggested whether going forward, the meetings should all be done on PowerPoint, and cut down the use of paper, to try and save money. SG agreed.

14.2 KD recommended working together with the Youth Forum as a SG to organise a residential activities weekend for under 18's. DM said the Youth Forum are really keen to work alongside the SG. Wales YFC are hosting 5 nations seminar in August. Opportunity for younger members to get together and have an event similar to the AGM. The long-term plan would be a mini-AGM. CE gave advice on possible funding for the event and said that there would have to be elements of learning. SG are happy to work alongside Youth Forum SG.

14.3 CB asked if members of SG could join in the next Youth Forum meeting to set up a working party. SG to feedback back to counties and get some feedback.

15. Closing Remarks

15.1 Date of next meeting: Saturday 24th October 2015

15.2 KD closed the meeting at 6:30pm.

SIGNED _____ DATE _____

Actions

