



## Events & Marketing Steering Group Saturday 24<sup>th</sup> October 2015, Quality Hotel, Coventry

Chairman: Katie Davies (Wales)

Vice-Chairman: Caroline Baker (County Durham)

### Present:

Eayrs, Jon (Eastern)  
Goulding, James (CO-OP)  
Henson, Jake (South West)  
Ross, Alex J D (West Midlands)

Maidment, David (Ex-Officio)  
Milner, Rachel (Northern)  
Robinson, Ben (CO-OP)

### Observers:

Cavill, Ben (South West Area)  
Haynes, Scott (NUCO Ski Operator)  
Lange, Paul (NUCO Ski Operator)  
Mcwhirter, Amy (Youth Forum)  
Kendall, Rachel (East Riding of Yorkshire)

### Part Meeting:

Burke, Maria (Marketing & Development Officer)  
Eckley, James (NFYFC Chief Officer)  
Evans, Christina (NFYFC Fundraising Officer)  
Johnson, Emily (NFYFC Travel & Events)  
Lloyd, Chris (NFYFC Treasurer)

Manley, Chris (NFYFC Vice Chairman)  
McNulty, Danielle (Youth Forum Chairman)  
Talbot, Hannah (NFYFC Vice Chairman)  
Townson, Jess (NFYFC Vice Chairman)

### In attendance:

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

## 1. Opening remarks

- 1.1 KD (Katie Davies) welcomed all those present
- 1.2 The SG signed the record of attendance

## 2. Apologies

- 2.1  
Abblitt, Luke (Eastern)  
Blezard, Robert (Annual Convention Event Manager)  
Bowerman, Jade (CO-OP)  
Burrows, Alex (East Midlands)  
Dalby, Paige (Northern)  
Evans, Enfys (Wales)  
Jelbert, William (South West)  
Mellor, Kate (South East)  
Rowe, Jenny (South East)  
Ward, Hannah (East Midlands)

## 3. To confirm the minutes of the previous meeting (28<sup>th</sup> June 2015, paper no: 009-15-EM)

- 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 revised copy of the terms of reference was tabled. This document will be taken to Council on Sunday for approval.

## 5. To receive any relevant correspondence

- 5.1 None received

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

- 6.1 South West Area (SWA) – Most counties have now held their AGM's, new officers have been appointed. Ben Robinson (BR) is the SWA Vice Chairman. Counties are looking forward to their Christmas events.
- 6.2 West Midlands Area (WMA) – AGM's are taking place. Shropshire ball was well attended with approx 2500 members.
- 6.3 Eastern Area (EA) – Training weekend is coming up. Norfolk beer festival went well. Cambridgeshire YFC & Norfolk YFC are setting up new clubs this year – it was noted that new clubs are eligible to apply for funding from the Rural Youth Trust. AGM's are happening over the next few weeks.
- 6.4 South East Area (SEA) – South of England show went well. Competitions are taking place. There is a lot of interest in the YFC Ski trip and bookings are going busy. AGM's are ongoing. Berkshire is holding a 70<sup>th</sup> anniversary event in November.
- 6.5 Northern Area (NA) – Teams have been competing at the NFYFC competitions. Stock man of year competition held in the Isle of Man was successful and it was great to be involved with their members. AGM's are ongoing. Yorkshire YFC is holding a Lancashire hot pot event in November. County Durham YFC are organising their Christmas ball. Rachel Milner (RM) is the new Northern Area Chairperson.
- 6.6 Wales Area (WA) – AGM's went well and new officials have been appointed - Vicky Hope is the Wales Chairperson. Counties have been taking part in various competitions. The Royal Welsh Show was a success.

## 7. YFC Travel Trip, Outgoing, Les Arc, 8<sup>th</sup>/9<sup>th</sup> January 2016

- 7.1 Paul Lange (PL) & Scottie Haynes (SH) were introduced to the SG. Sam Davies (SD) no longer works for NUCO and PL will now be NFYFC's account manager & SH deals with Logistics & Promo.
- 7.2 YFC Area Reps - There are still two Welsh rep positions available - interested members to contact NFYFC for further information or visit the NFYFC website at: <http://www.nfyfc.org.uk/YFCski/yfctravel-ski>.
- 7.3 128 members have so far booked onto the trip.
- 7.4 All delegates that book onto the trip must provide their current YFC membership number. To those who do not enter a number, reminders will be sent out regularly. PL to send updates over to EJ to run database checks – **Action PL & EJ**
- 7.5 NUCO will be sending promotional information for the SG and YFC Ski reps to share on Facebook to give the trip an extra push. SG asked if material can emphasise the trip is for over 18's to eliminate any confusion with the under 18's trip and also to include contact details for the YFC Area Ski Reps – **Action PL**
- 7.6 Programme, Extras & Fun Competitions – as agreed at last meeting
- 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.
- 7.7 The fancy dress poll has now been taken down from the NFYFC website, and the theme for the closing party on the Thursday evening will be "Christmas Jumpers".
- 7.8 Merchandise – Hoodies are available to order whilst booking onto the trip at £20 each – 55 tops have been sold so far. Members have an option to choose a pink or blue complimentary t-shirt and all items will be given out in resort. Collection points will be confirmed in due course, and room reps will also direct members in resort.
- 7.9 Future resorts - SH & PL presented options for future possible resorts. The SG decided to look into Val Thorens, Val d'Isère & Pas de La Casa to use on a three year rotation. PL & SH will be looking into costs & accommodation options for members to stay in the same area. SG asked if the price could remain around the same base price of £399 if possible. Further information available at the next meeting - **Action PL & SH**
- 7.10 There will be a focussed YFC ski edition of the buzz circulated in the next couple of weeks - **Action SC**
- 7.11 Katie Davies (KD) shared that there was not an opportunity for ski flyers to be included in the Royal Welsh Show mailing this year as packs were not sent out as usual. KD asked the SG whether they would like to request a booth at the Royal Welsh Show 2016 to promote the 2017 trip - however members would need to be involved to help man the area. PL & SH said they would be happy to come and help with the stand. KD to enquire with Wales- **Action KD**
- 7.12 SH mentioned NUCO welcome invites to any large YFC county events to help advertise the trip - **Action SG**
- 7.13 NUCO would like to hold a YFC Ski 2017 80's themed launch event in one of the Blackpool bars at the Annual Convention. CE (Christina Evans) will look into the options and feedback - **Action CE**

## 8. Recruitment & Retention Campaign

8.1 National Young Farmers Week will take place from the 2<sup>nd</sup> - 8<sup>th</sup> November 2015 thanks to sponsorship from the Rural Youth Trust. Each weekday will consist of a theme relating to the opportunities available in the federation and members have taken part in case studies. Further information can be found on the NFYFC website at:

<http://www.nfyfc.org.uk/NationalYoungFarmersWeek>

**Monday** - Agriculture & Rural Issues

**Tuesday** - Travel

**Wednesday** - Competitions

**Thursday** - Training and development

**Friday** - Social and leisure

8.2 Ben Cavill (BC), aka Mr YFC, has taken part in the campaign, and shares his #yfcdoitbest story here:

<http://www.nfyfc.org.uk/YFCDoitBest/YFCDoitBest>

8.3 Farmers Weekly, Farmers Guardian & Scott Mills/Chris Stark (YOFO) are getting involved and will be promoting the week via their social media channels.

8.4. There are lots of resources now available to download from the NFYFC website under the 'Resources for clubs' section to suit different YFC events - such as posters, leaflets, and postcards. There are also helpful hints and links ensure events are a success. The SG are asked to send details of any events being held in their area during this time to SC –

### Action SG

8.5 SG are reminded to use the following hashtags: #morethantractors, #YFCDoitBest, #NationalYoungFarmersWeek when referring to YFC activities on social media, and to also give away any unwanted Ten26 magazines to potential new members – **Action SG**

8.6 Following the challenge from Chris Manley (CM) to make a video for the campaign, BC has been working with a member from Essex YFC, to make a promotion video for the Annual Convention 2016. BC would like to work with CE and approach Massey Ferguson to see if they would be interested in doing the final edit to launch the video in the new year to help promote the event - SG agreed.

8.7 Caroline Baker (CB) shared that she set a challenge within her county for each club to make a 30 second clip to contribute to their county video.

8.8 Maria Burke (MB) is waiting to receive car sticker designs with #morethanjusttractors – ideas received will be added to the SG facebook page for feedback – **Action MB**

8.9 There was a suggestion to start the campaign earlier next year as some counties hold events from July. It was noted that this will be taken on board for next year – **Action MB & SC**

## 9. Annual Convention 2016, Blackpool, 6<sup>th</sup> – 8<sup>th</sup> May 2016

9.1 A copy of the entertainment budget was tabled.

		Actual Costs 2014 (Blackpool)	2016 Approved	Commentary
	<b><i>Income</i></b>			
4005	Convention Income	241,636.86	340,742.80	See Ent Prices tab. £10.00 Gross increase applied to all tickets
4011	Sponsorship, Donations & Gift Income	12,100.00	12,500.00	£12100 at Blackpool 2014
	Hotel - invoices raised	5,000.00	8,000.00	More people appear to be joining the HQ hotel
	<b>Total Income Budget</b>	<b>258,736.86</b>	<b>361,242.80</b>	
	<b><i>Expenditure</i></b>			
5001A	Paramedics	3,050.00	3,500.00	
5001B	Convention Services incl van hire	3,750.00	8,500.00	(2015, Torquay spend was £11.5K) Broadband, Van Hire, PDQ Hire, Radio Hire etc. Communications Consultant
5001C	Policing	0.00	0.00	
5001D	Stage Contractor & Management, Equipment	29,856.26	34,000.00	2.8% inflation applied
5001E	Wristbands	1,851.00	1,850.00	2.8% inflation applied
5001F	Stage Entertainments	23,580.00	24,000.00	Commitment to Council to spend venue discount £7,320) on stage/stage acts

5001G	Venue Services	2,300.00	2,400.00	Includes Opera House staff etc for Entertainments Final
7400	Travelling	2,300.00	3,600.00	Increase due to more Event Managers Required
7402	Hotels	11,000.00	15,000.00	Increase due to more people staying in HQ hotel (invoiced) and more Event Managers Required
7501	Postage & Carriage	120.00	150.00	
7504	Office Stationery	450.00	200.00	
7508	Prining & copying	3,000.00	3,200.00	Includes printing/design of Posters/Programme etc
7604	Convention Security	17,500.00	22,000.00	Extra required if sales targets met
8204	Insurance		130.00	
8205	Refreshments	500.00	650.00	
8206	Room Hire	7,320.00	8,166.00	9 sessions (7 to Conv, 1x to AgRI 1x to AGM)
Extra	Event Safety Planning Consultancy		12,500.00	
	<b>Total Expenditure Budget</b>	<b>106,577.26</b>	<b>139,846.00</b>	
	<b>Total Profit/Loss</b>	<b>152,159.60</b>	<b>221,396.80</b>	

9.2 Scott Mills & Chris Stark are officially ambassadors of NFYFC and have set up a YOFO (You Only Farm Once) facebook page to promote the organisation.

9.3 The fancy dress theme for Saturday night is "Sports Day" as announced by Scott Mills & Chris Stark via social media last week.

9.4 The theme for Friday night will be Black Tie and Club Shirts on the Sunday.

9.5 A discussion took place and the SG would like the following acts to be looked into and booked if available (*subject to budget*) to play at the event:

*Friday:* Giles Barr (House DJ), Clara Amfo (Radio 1 DJ) – *Huw Stephens as backup*, Duke (Beatbox)

*Saturday:* Giles Barr (House DJ), Scott Mills & Chris Stark (Radio 1 DJ's) – already contracted following a decision by the SG prior to the meeting on facebook, Party Rockers (Band)

*Sunday:* Greg James (Radio 1 DJ) – *Matt Edmondson as backup*, Band TBC – the SG would like a quote from 'ipop' and welcome recommendations from agencies. Groovy Revolutions was also received as a suggestion –

#### **Action EJ**

9.6 The SG decided not to hold any daytime events to run alongside the darts competition hosted by the competitions SG.

9.7 Promotional Material – CE has been negotiating with Massey Ferguson who has agreed to design and print the art work for the event - this includes posters, invites and passes saving the organisation approximately £3-4000. CE is meeting with the design team shortly to go through the expectations and branding. Once the design ideas are received they will be shared with the SG on facebook for feedback, and speedy cooperation will be appreciated as a quick turnaround is required to enable the convention mailing to go out at the beginning of November. The SG thanked CE for all her work – **Action SG**

9.8 It was confirmed that there will be no media partnership for 2016. Farmers Guardian & Farmers Weekly will be attending as usual.

9.9 Event Management Team – due to the growth of the event sales last year, the event management team were really stretched, therefore NFYFC are looking to recruit a larger team for 2016. The team will be required to attend from Thursday through to the Monday to attend a training session and work on the doors each evening. The SG are asked to feedback within their areas, and ask any interested members, preferably associates who are steady, firm, approachable & assertive to contact NFYFC for role details & further information – **Action SG**

9.10 SG are asked to contact SC if they can spare sometime over the weekend to help with communications i.e.: tweeting at events – **Action SG**

9.11 Attention was drawn to the lack of help on the late shift of registration between 21.00-00.00 last year. SG are reminded that this is their event, and they should be offering their support towards the running of the weekend. Members should be prepared to jeopardise the chairman's reception in favour of working on registration for which they can take the credit.

9.12 Event Safety Planning – JCE will be taking on more of the admin work as EJ is due to go on leave at Christmas time. An Event Management Officer has now been contracted to provide all safety elements & guidance towards the event, including risk assessments.

9.13 Fundraising – Massey Ferguson are returning as the main sponsors (their sponsorship, both financial and in-kind is roughly to the value of £10,000). Lantra are sponsoring the programmes & Kuhn the wristbands. It was noted that we are in a fantastic position, and several of the same sponsors are returning to the event for a second year.

9.13.1 CE will be approaching Revolution, Walk About & Che Bars regarding Annual Convention sponsorship, and is in the progress of negotiating with other potential sponsors.

9.14 KD & Caroline Baker (CB) have been in discussions regarding the damage costs of over £10'000 that NFYFC incurred in 2015, and although they realise it's impossible to eliminate all incidents happening, they are looking into ways to help try limit malicious damage at future NFYFC events. They asked the SG on their thoughts of moving the deadline date to January for members to be on the database as a way to hopefully omit some people joining who are not necessarily interested in the organisation. Although the SG support looking into ways to help, they did not feel this would be the right action to take, as genuine members may be travelling, moving jobs etc. and could miss the deadline. It was also added that the damage may not have been caused by YFC members, however there was no way of proving it on this occasion. The SG will continue to discuss ways of mitigating loss moving forward and will feedback the concerns to council – **Action SG**.

## 10. Future Annual Convention Dates

10.1 2017 – Torquay – 21<sup>st</sup> – 23<sup>rd</sup> April

10.2 2018 – Blackpool – 4<sup>th</sup> – 6<sup>th</sup> May

## 11. Communications & Marketing

11.1 The NFYFC Twitter page now has over 9'000 followers and are aiming to hit 30'000 likes on face book by the end of the calendar year. SG are asked to promote the media links within counties – **Action SG**

11.2 Members were on BBC Country File promoting the Rural Plus campaign and the reaction received was extremely positive.

11.3 YFC have been invited to promote the organisation on Country File live, 2<sup>nd</sup> weekend in August 2016 held at Blenheim Palace. SC currently looking into ideas to do i.e.: Watch that Cowpat – suggestions to be sent to SC – **Action SG**

11.4 Ten26 – SC shared that the marketing team do their best to include as many county stories received as possible. Members encouraged to send articles in. SG thought the members on the ski picture (mid 20's) advertising the under 18's trip were not fitting.

11.5 Membership leaflet – CB received feedback from County Durham's County Organiser who liked the new fold out layout this year and felt it saved her a lot of time. If costs need cut perhaps a postcard could be used.

11.6 AM (Amy McWhirter) shared that Lancashire will be hosting the Northern Area field day, and BBC radio Lancashire are willing to get onboard and promote live on air. It could be a good opportunity for other counties to contact their local radio stations to promote their YFC events. SC offered help and guidance if required.

## 12. Fundraising

All affinity deals are accessible under the membership login on the NFYFC website.

## 13. Club Shop (NFYFC merchandise)

13.1 Stock is running low on Ties in the YFC Club Shop and needs replenished - especially ready for the Annual Convention. Designs were shared with the SG on facebook prior to the meeting, and design 3 was chosen. The SG wants the YFC daisy logo moved from the bottom of the tie to the top central and asked to ensure a tie insert was on the back – **Action NFYFC**

## 14. Any other business

14.1 KD – future festival type event. Feedback on YPV - it has been running for 25 years but only the last 4 years have we seen a good return. Wales rent the land and bring in everything required to run the event. The cost to host the event in 2014 was approximately £294,000. No events are held in the daytime, and entertainment is provided in the evenings. A discussion took place whether a festival type event could be held for the Annual Convention – it was decided that it would not be feasible and members like the difference between the Wales & NFYFC event. There were also concerns that the ticket costs would need to be much higher to cover the costs of holding an outdoor Convention.



14.2 Chris Lloyd (CL) has been appointed as the new NFYFC treasurer.

14.3 A copy of the forecast budget was circulated by JCE with a summary of the whole federation. The Annual Convention made more profit than budgeted due to the growth in sales. The biggest cost to the federation is the Ten26 magazine – MB is looking to see if it would be viable to send two editions out a year instead of three – **Action MB**

14.4 KD shared that the Wales Youth Forum Trip in August was cancelled. The Youth Forum are helping to promote the under 18's YFC Ski trip. So far 11 members have booked on, and a minimum of 20 is required for the trip to go ahead. SG to help share the information – **Action SG**

14.5 The SG would like to take more of a role supporting future NFYFC events & competitions and adding value to what the organisation offers – **Action SG**

14.6 Chairman's weekend is due to take place on Saturday 28<sup>th</sup> & Sunday 29<sup>th</sup> November.

14.7 Devon YFC is currently applying for a grant towards their new YFC Office and need an extra 300 votes by the 31<sup>st</sup> October. They would like to make alterations to the building by adding a disabled lift and add presentation equipment to their new meeting room <https://foundation.onefamily.com/>. SG are asked to help share the word – **Action SG**

14.8 Meeting closed at 5pm.

## 15. Date of next meeting

15.1 20<sup>th</sup> February 2016

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

### Actions

7.4 PL to send member booking updates to EJ to run database checks – **Action PL & EJ**

7.5 NUCO to send promotional material. Material to emphasise the trip is for over 18's to eliminate any confusion with the under 18's trip and also to include contact details for the YFC Area Ski Reps – **Action PL**

7.9 YFC Ski future resorts - SH & PL to provide further information on three year rotation options: Val Thorens, Val D Isere & Pas de La Casa - **Action PL & SH**

7.10 Focussed YFC Ski edition of the buzz circulated in the next couple of weeks - **Action SC**

7.11 KD to enquire about having an YFC Ski stand at YPV event - **Action KD**

7.12 NUCO welcome invites to any large YFC county events to help advertise the trip - **Action SG**

7.13 CE (Christina Evans) to look into & feedback bar options for YFC Ski 2017 launch at Annual Convention - **Action CE**

8.4. Recruitment Campaign - SG to send details of any events being held in their area to SC – **Action SG**

8.5 Recruitment Campaign - SG to use hashtags: #morethantractors, #YFCdoitbest, #NationalYoungFarmersWeek when referring to YFC activities on social media, and to also give away any unwanted Ten26 magazines to potential new members – **Action SG**

8.8 Maria Burke to add car sticker designs to the facebook group #morethanjusttractors– **Action MB**

8.9 MB & SC to look at suitable dates for holding recruitment campaign next year– **Action MB & SC**

9.5 EJ to look into SG's suggested Annual Convention acts and book if available – **Action EJ**

9.7 Massey Ferguson artwork design options to be added to facebook group **Action SG**

9.9 Annual Convention Event Management Team – any members interested to contact JCE at the NFYFC office **Action SG**

9.10 Members who can help with social media at the Annual Convention to contact SC **Action SG**

9.14 Annual Convention - SG to continue discussing ways of mitigating loss moving forward – **Action SG**

11.1 SG are asked to promote the NFYFC media links within counties – **Action SG**

11.3 Country File live, 2<sup>nd</sup> weekend in August 2016 held at Blenheim Palace. SC currently looking into ideas to do i.e.:

Watch that Cowpat – suggestions to be sent to SC – **Action SG**

13.1 YFC Club Shop Tie - YFC daisy logo moved from the bottom of the tie to the top central and asked to ensure a tie insert was on the back – **Action NFYFC**

14.3 Budget - MB is looking to see if it would be viable to send two editions out a year instead of three to save on costs – **Action MB**

14.4 SG to help promote the under 18's ski trip – **Action SG**

14.5 SG to support future NFYFC events & competitions – **Action SG**

14.7 Devon applying for a grant – SG to help promote **Action SG**