



Events & Marketing Steering Group

Saturday 22nd October 2016, Quality Hotel, Coventry

Chairman: Caroline Baker (North)

Vice-Chairman: Katie Hall (South West)

Present:

Henson, Jake (S. W)	Cavill, Ben (CO-OP)	Westwood, Ben (CO-OP & Ski rep)
Carrie-Ann Young (S. E)	Attwood, Erica (NFYFC)	Robinson, Ben (S.E)
Makin, Rachel (N.A)	McWhirter, Amy (Youth Forum)	Wood, Michael (N.A)
Blezzard, Bob (NFYFC Live V.P)		

Part Meeting:

Eckley, James (NFYFC Chief Officer)	Manley, Chris (NFYFC Chairman)
Black, Heather (NFYFC Board of Management)	Ford, Ed (NFYFC Vice Chairman)
Martin, Lynsey (NFYFC Vice Chairman)	Lloyd, Chris (NFYFC BOM Treasurer)
Liddle, Cheryl (Elliot House)	

1. Opening remarks

CB welcomed everyone to the meeting and introduced Erica Attwood as the new YFC Travel and Events expert at NFYFC, taking over from Emily.
CB thanked everyone for coming and for all their contributions via the Facebook page over the last few months.

2. Apologies for absence

Dalby, Paige (North); Burrows, Alex (East Midlands)

3. To confirm the minutes of the previous meeting (20th February 2015, paper no: 004-16-EM)

3.1 006-16-EM refers - CB signed minutes

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

4.1 None

5. To receive any relevant correspondence

5.1 No Correspondence

6. Area feedback reports – Area/ County Federations

6.1 SE Area – Hampshire county ball 4th Dec, IOW ball end of November. Feedback about NFYFC week – BR suggested a pack to be sent out to counties so that they have an idea what happens during the week (Poster, info cards – this can be sent out on Email) – CB suggested this comes back to the sources that are on the website and are hard to get hold of – CL suggested a twitter banner or a profile picture on FB – MW suggested a snap chat filter for that or annual convention. CAY said that SE area each county did something every day of the week that other people could get hold of. CAY suggested a blank poster to put into local newspapers.

6.2 SW Area – BC said the new time is in place on the SWA committee BC is now Chairman of the area – junior activities weekend was well attended by over 60 members in Wales, each county has had harvest festivals and it's just rolling

through to their county AGMs.

6.3 N Area – RM said they had their AGM last week and now Cumbria has taken over the reins of chairing the area, Lancashire had a ball last night and it was reported as being really good. Northern Area Committee is having a weekend away in November with team building exercises. The area comps week etc is all being planned currently.

6.4 EM Area – BW reported their all doing well but did not attend the meeting.

6.5 WM – No one in attendance

6.6 Eastern – No one in attendance

6.7 Wales – No one in attendance

7. Review of actions agreed at June 2016 meeting

7.1 Refers Annex A

Work through the briefing paper

8. Nation *Young Farmers* week

8.1.1 **National Young Farmers Week 19th to 25th September 2016** – Review

Annex B refers

Twitter – 981,000

#thankstoyfc – 626,480

Overall – 26,000 per day 190,000 total – 32 new followers

Facebook – 62,000 per day

Total- 438,393

New followers – 598 in a week

CB – Nat. week was a fantastic success – RM informed that PD liked the car sticker selfie idea. BR suggested that bales structures could be rolled out over NFYFC. RM suggested that PD had said it was a bad thing because of bales being set alight, leading to arguments over social media with members of the public. BR suggested seeking a sponsor and having it as a national comp for YF week, getting them to donate a prize. RM suggested linking it to the different colours of bale wrap for cancer. JE stated that Norfolk have been doing bale structures for years and it really shows how big NFYFC is. JH suggested having a sign next to them that Nat Farmers Week is the following week to promote the YFC movement. The word structure is going to be used. CB suggested having the guidelines made by PD for the making of the structures and safety for them, but in fact E & M need to write to the guidelines. JE told the group that Worcs YFC had banners made for the Nat Farmers Week promoting their new members evening across their counties.

Briefing paper for stats – exceeded target

8.1.2 **National Young Farmers Week 2017** – Date to be Set

RM – PD have said it was too late last year but this year it was too early; they suggested the last week in September. JE suggested that it's better to do the Nat Farmers Week the week after autumn show because we are talking about the new year but autumn show is the end of last year and so needs to be moved forwards. 25th September until 1st October is now going to be the new date. **Can I write – group discussed which week was most advantageous to hold NFW, it will be 25th – 1st October 2017.**

9. Communications

9.1 **Ten26 – Next edition**

RM said that the competition on the back page has definitely brought some reaction to the paper. Bright colours definitely brings people to the magazine to look at it, AM suggested the letter from JE is a good thing and a good use of space. BR suggested that the magazine looks really slick and smart at the moment. AM suggested that the blurb down the side of the magazine adding to the middle title is a really good feature. CB asked how much it costs to get the magazine going. CL informed that the biggest cost is printing but it is definitely a good thing to have put through peoples

doors. BR suggested that in the first edition of 2017, we include a membership form to convey the message across about them signing up with their county. BR asked about sending out the Ten 26 to, for example, 3 people in the same household. It was discussed that there would need to be a big update of the IT Systems to match up multiple copies with one household however actually each member is entitled to their own copy as part of their membership. RM suggested she liked the idea of the club info into Ten26 CB suggested that we need to have a big push on getting members to send info into ten26, CL suggested that she never struggles to fill the magazine. CL will look into getting a membership form included.

9.2 **Ten26** – re fresh of the ‘look’ of the publication – CL

Cheryl suggested that the sponsors like the ten26 magazine and is a real plus for sponsors that each member get it through the door. Cheryl gave a current report on the magazine and gave some results on the ten26 magazine and what people thought of it. Ten26 goes to 25,000 members and 300 people filled out the survey back in 2010.

CB suggested doing a bumper issue for Young Farmers week. CL stated that members wanted more info on some serious farming issues and they also like the member’s profiles. CL suggested that each member of the household is reading the magazine. CL suggested that ten26 is news based magazine and due to social media the news featured becomes old news, maybe we could big up competitions more. BR suggested that not every member will read it on social media and so it still needs to be in the magazine. CL revealed the potential new look ten 26. MW suggested that we do two versions of the magazine, one for younger and one for older members however CL informed that the cost would increase significantly by sending out 2 versions. AM agreed that the younger members do like ten 26 but asked if one of the editions could have a double page spread/half content focused on junior members and featuring on the front of the magazine. CL suggested having a junior take over one of the magazines for the proposed junior member’s edition. CB suggested that during convention lead up the magazine becomes very much directed towards older member. BC suggested that the 26 on the cover needs to be the same size, RM suggested it was just the font and she liked the font used. Cheryl revealed a potential 2 pages in the middle called YFC chatter, which is all about online. It will connect the magazine and online so that the news isn’t old, it also makes the magazine more exciting. Members suggested that they liked the YFC chatter page because it is fresh and current. The proposed new Diary Dates page has made it more exciting and accessible for members to read. MW proposed the hand writing font is difficult to read, CL will look in to and amend. The new comps page will look at the winners from a different perspective, by talking members through the whole process of the event and the judges’ comments on how they could improve. BR suggested being picture than text heavy throughout. CB welcomed CM to the meeting. CL showed the revamped club profile page, it’s more fun, shows some facts on the clubs and sharing ideas with other clubs. CM suggested that there is a super club exchange weekend coming up and CL should get involved with this. CL showed the new agri page and suggested that maybe we give more space to the massive issues that are going on, such as Brexit. CL presented the careers idea page, it uses more ‘attention grabbing’ images and CL expressed it is a way to get information on different agricultural careers out to the masses. BR suggested having a jobs page and people pay to advertise in the magazine i.e. HOPs. CM suggested getting HOPs in there a bit more at the right time for job advertising etc. CL agreed there could be more space in there for jobs but maybe make it is a part of a fundraising job. CB suggested that they do a council promo into the magazine because we are lacking in members for meetings. MW suggested that they need to have a general Ten26 on the whole structure of NFYFC and how it works etc. MW suggested doing a taster session to get more people involved.

9.3 **Website** - CB suggested to members that we need to have an overhaul on the website. MW stated his county copied their website based on Wales FYFC. CB said there is some sort of budget for the website but needs to check the amount. CL suggested that the problem is that the website is connected to our database. CM suggested that there was a big discussion in board today about digital regeneration. MW suggested that ten26 is used as an idea for the design of the website bringing it into the modern world. CB suggested that KH and CB have a chat with JE and find out budget for the website, and then get CL to do some work on figures for next council for CB and KH. BB suggested we find out if the website can be taken away from Silo at all and then put it out to tender to get some prices together and also we can get various ideas on the website and website design. CL suggested the link to Silo is the expensive bit. BR suggested that he has never had a login in onto the member’s area and suggested that if we can get this going it would make it easier for members to use the website. CAY suggested taking it back to their clubs & areas to find what they want and how many people have actually used the website. CB asked what they want from the member’s area on the website. RM asked if the source and curve were required to be locked in the member’s area. BB suggested having a club chair and a clubs sec having an area member login and this would then bring the cost down a lot more as then it’s not connected to the silo.

CB suggested that member's affinity deals are to be locked away because they are not for the mass public. CB suggested that the front page is open to anyone, AM suggested that if she can't find the resources on the website, she leaves it because it takes too long. CB logged onto the members area to discuss what to remove and leave on. In front of the log in: everything apart from the Steering group minutes and Affinity Deals. MW suggested that if we are members run we should be promoting the fact that we cater for everyone and all types of people; CM suggested that people are surprised we are not more transparent when it comes to our meetings and what we are planning. CB suggested that steering group minutes should be hidden from public but agenda's be available. CB suggested that there should be council's agenda and minutes and 'council to note' need to be on there for the public. Club shop should have its own tab on the website; offers should be advertised on the front of the page, then when they click on them only members can use the deals by logging on. CB suggested making it easier for members to use and to find out their member login, through their membership number and surname. CB suggested that she has had her membership log in to the website since she joined as a member and so if she in time didn't join up she would still be able to get at the deals.

9.4 **App** - Budgets – CL suggested that if we are requesting £12,000 he would need something from steering group to take to board requesting the money. CL said there isn't a £12,000 spare in the IT budget is there a £2,000 budget yes. CL suggested that CB and KH take something to the board and for them to take to the trustees. CL suggested that app is used 365 days of the year and not just a convention app. There is £3500 in the budget for website making better.

9.5 Social media

9.5.1 **Facebook& Twitter** – 10.8 thousand on twitter and FB 34,100 followers. CB has set a challenge that all members of E and M get all over twitter and have a big push on it. Cheryl suggested encouraging people to re-tweet.

9.5.2 **Snapchat**—CB suggested that many other counties are on snap chat and Essex use it as an advert for their meetings. CB suggested that we use it for the morning of comps and to use it as an advertising tool for the competitions. Discuss with PD to see if Snapchat is going to be feasible.

CL was welcomed to the meeting. CB informed CL that it would be 10- 12k for an app. CB asked CL if snapchat was used by many other companies. CB suggested talking to Cath Sykes about data protection for NFYFC point of view on that.

9.5.3 **Instagram**— CB asked CL if we can have a Instagram page and CL said yes – CL is just going to check with JE but it's a goer and lots of people are on it and is utilised very well.

9.6 **Review media coverage** – CL confirmed there has been a few press releases that have been covered in National and local press on a variety of subjects.

9.7 **Council Newsletter/Once Weekly**—RM suggested she likes the council newsletter its handy to remember what's going on. Promote the Once Weekly to County staff more.

10. Ten minute training topic – Press Releases

10.1 CL ran through a presentation detailing what makes a good press release. CL will email the presentation round to members for future reference. CB thanked CL for the time she took to come to the meeting and for the training topic.

11. YFC travel ski trip 2017 – Val Thorens 6 -14th January 2017

11.1 YFC travel ski trip 2017 –Val Thorens 6th – 14th January 2017 Ben Westwood is in attendance.

11.1 Promotion & wristband bookings – Flyers and poster are available for members to use. Bookings so far – 129 booked on and deposits paid. BW informed that we are on target for bookings, still waiting for reps from Eastern and West Mids area. Saturday night bar/ club, Sunday night different bar/club, Monday night dual slalom event in the afternoon. £10 per ticket in Malaysia nightclub with carnival night is to be promoted by reps. Wednesday night is a comedy night, BR will make sure there is a bar or if not let people know in advance its BYO. BW suggested the best thing about no bar is that people were sat in their seats during the comedy night. Thursday night is Mountain Meal with a green run down to the resort. MW suggested to do a valley rally during one afternoon, BW said that he would

take it back to NUCO and ask them. It helps to promote team work between the YFC group. BW is to report back.

11.1.1 Promotion

<http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>

11.1.2 Bookings

<https://booking.nucotravel.com/yfcskitrip2017/valthorens2017/>

11.1.3 YFC Area Reps

<http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>

11.1.3.1 Awaiting detail for 2x Ski reps

11.2 Programme, Extras & Fun Competitions

11.2.2 Daytime

11.2.3 Evening

11.3 Fancy Dress Poll

<http://www.nfyfc.org.uk/YFCSki/yfctravel-ski>

11.3.2 Farm Animals/Dalmatians/Beach Holiday/Minions

Results of web poll (1250 hrs Friday 21 Oct 2016)

4 th	Minions	8
3 rd	Dalmatians	16
2 nd	Beach Holiday	32
1 st	Farm Animals	207

Fancy dress poll - the winner is Farm animals and that's going to be taken forward BW to sort out which day.

11.4 Merchandise

11.4.2 Blue and white hoodie, t-shirt & ski hat – available via the holiday booking system

<https://booking.nucotravel.com/yfcskitrip2017/valthorens2017/>

11.5 YFC travel ski trip– Resort Rotation

11.5.2 2017: Val Thorens, France

11.5.3 2018: Val D Isere, France

11.5.4 2019: Pas de La Casa, Andorra

BW suggested keep Pas de la Casa to leave it on there as an option for the minute and then potentially in 3 years time we might be going with another travel company. CB suggested come back to this.

12 Breakout sessions into other steering groups

12.1 **AGRI** – BR asked if it would be possible to help Agri with the Agri forum promotion – Agri will use the #successionplanplansuccession hash tag for their succession planning features. They are looking to produce some webinars and some promotional videos.

12.2 **Competitions** – Would like suggestions for outdoor/ active style entertainment that can create a positive atmosphere during comps day, which is not going to have any running costs due to budget. CB suggests an assault type course or a bouncy castle. BR suggested that we do area against area rounder's match or team orientated sports. EA and CB to look at an events Company who have approached Nfyfc as a starting point.

12.3 **Personal Development** – Require help with the YFC travel selection day. They would like a case study for each trip each day of the week – JE to sort out. Help to promote the curve and they want 2000 members to have received the curve across 25 counties promotion to clubs etc. Have more of a launch when new curve modules are launched and tell them to book through their trainer. Raise the awareness of Youth Social Action around Christmas especially when carol singing etc.

13. Annual Convention 2017, Torquay 21 – 23 April 2017

13.1 Programme of Events

Annex C refers

13.2 Convention Entertainment

Discussions were held with regards to bands and fancy dress. Full details with regards to the Convention will be published after the February meetings.

14. Future Annual Convention dates/ venues

14.1 – Blackpool 4-6th May 2018

14.2 – BB suggested that we need to wait for Torquay 2017 to see how it goes. JE suggested we are waiting to find out if they are re-licensing this year to max capacity of 6000. BB suggested talking about this after the AGM. JE suggested that we need to find some money in the budget to do something big with the venue; BB suggested there is a green space in the middle of town that we could look at putting a marquee up on and do a black sheep/ member's type bar with a DJ and music.

15. Communications and Marketing

15.1 - **Livestock Event, NEC B'ham.** 6 & 7 July 2016 –Review **JCE** – JE suggested that it was a complete waste of time and we won't have a stand their next year.

15.2 - **Countryside Live**, Blenheim Palace, Woodstock, Oxon. 4 – 7 Aug 2016 – Review **CB, KH & JCE** – CB suggested that we wait until February when we know more about the 2017 event. CB and KH suggested that it is worth having a stand there as we are reaching a non-farming audience and not preaching to the converted. To get the most from the show we need to be down in the 'ask the farmer' section.

15.3 - **UK Dairy Day**, Telford, Shrops. 7 Sept 2016 –Review **JCE**– went well.

16. Fundraising

16.1 - Affinity deals

Game Fair, Cereals – ticket offers under discussion members are reminded to go back to counties with the ATV deal.

17. Club Shop

17.1 **Christmas cards** - Current stock & its value (**JCE seeking this info from the accounts system**)

17.2 **New ideas** – Actions from previous meeting – Scarf – with the YFC logos – No too expensive. Group discussed different items of clothing for the club shop. Nfyfc office to look into.

18. Any relevant other business

18.1 Promotional cow – CB played the video and KH explained a little about the Addington Fund. This needs to be discussed with agri to find a way forward.

19. Date of next meeting

19.1 – 18th February 2017

20. Closing Remarks

20.1 - CB thanked everyone for their contributions and attendance. It has been a long meeting but a lot has been discussed and achieved.

For information

Following the meeting the following 2017 Annual Convention ticket price structure was agreed by Council

	Members 18 to 26 yrs	Assoc members ~ +£5.00 (£5.00 Gross of VAT)
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		<i>Rounded</i>	<i>Rounded</i>
Advanced, discounted sales		£78.20	£83.20
		£68.50	£73.50
		£43.10	£48.10
On the day full price sales		£92.40	£97.40
		£80.20	£85.20
		£45.20	£50.20

SIGNED _____ DATE _____

Actions

National Young Farmers' Week

1. E&M to look at producing guidelines for Bale structures.

Communications and marketing

2. CL to look at putting membership forms in ten26 New Year's edition.
3. CB & KH to discuss with JE budget for website.
4. CL to put figures together ref website for next meeting.
5. CB & KH to speak to the board and trustees reference NFYFC app.
6. CL to discuss with JE new NFYFC Instagram page

Breakout groups

7. CB & EA to look into outdoor activities and entertainment for Comps day.
8. JE to look into a case study for each YFC travel trip.

Annual Convention 2017

9. BB to research bands for Sunday night and organise Radio 1 DJs.
10. Look at circulating dress codes for the Friday night.