



Events & Marketing Steering Group  
Saturday 24<sup>th</sup> June 2017, Quality Hotel, Coventry

Chairman: Katie Hall (Gloucestershire)

Vice-Chairman: Ben Cavil (Cornwall)

**Present:**

Michael Wood (NA)  
Laura Elliot (Wales)  
Lucy Stowell (EA)  
Sarah Jayne Dunsby (WMA)  
Gary Woodman (NFYFC)  
Sophie Willingale (NFYFC)  
Ben Westwood (Co-opt)  
Erica Attwood (NFYFC, minutes)

**Observers:**

Jake Henson, Alice Singleton, Becky Davies and Katie Madderson

**Part Meeting:**

James Eckley (NFYFC Chief Officer)  
Cheryl Liddle (Elliot House)  
Ed Ford (NFYFC Chairman)  
Matt Caldicott (NFYFC)

**1. Opening remarks**

1.1 KH welcomed all those present & introductions were made.

**2. Apologies**

Nick Strelczuk (EMA), Lucy Etches (EMA), Catrina Wootton (EA), Henry Knowles (NA), Joe McAuley (SEA), Carrie-Ann Young (SEA), Steve Rogers (WMA), Matthew Denby (Co-op), Nerys Roberts (Co-op), Caroline Baker (NA)

**3. To confirm the minutes of the previous meeting (18<sup>th</sup> February , paper no: 008-17-EM)**

3.1 Minutes from 18<sup>th</sup> February 2017 (paper no. 008-17-EM) were approved and signed.

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

Nil

**5. To receive any relevant correspondence**

Nil

**6. Communications & Marketing**

CL talked the group through a presentation on the Annual Convention PR & Marketing. The statistics from the weekend are as follows:

- Twitter reach 2.64m
- Average of 491 likes per day
- 413k impressions
- 297 link clicks per day
- Top hashtag #yfcagm17

The top three posts over the Annual Convention weekend:

- Fancy dress video reached 45.5k
- Scott and Chris video reached 38.4k
- Positive feedback from Street Pastors – ref to article in newspaper reached 36k

These statistics lead onto a conversation about videos and moving forward with our digital communications at Annual Convention. A question was put to the group about hiring a videographer, given that we hire two photographers to capture the whole weekend, is this something we need in addition given the statistics? The group discussed this looking at both the pros and cons of video media; the general consensus was that videos are good promotional material. MW queried why we couldn't produce this in house using existing marketing staff, CL explained that videos are time consuming and needs someone with the skills to edit the footage quickly to produce social media/ website worthy videos. SJD suggested that the videos could be potentially developed into vlogs about 'a day in the life at Convention' following NFYFC officers or the EMT. SW suggested looking at using an intern to produce the videos, in a similar way to how Josh Hepworth worked AC as part of his work experience for his degree.

**Action: CL to look into the feasibility of hiring a videographer at Convention**

The incident in the early hours of Sunday morning dominated the media for the latter part of the weekend. The Sun and The Daily Mirror featured articles on the events in Torquay, The Sun focusing mainly on the party aspect of the weekend however it was agreed that the coverage wasn't as bad as anticipated. CL talked over the coverage we received in the Farmers Weekly (FW) and Farmers Guardian (FG). FW did a positive piece on Club of Convention and this is something we would like them to continue doing each year. The SG talked about the relationship between NFYFC and the two magazines; both were asked to support the positive behaviour campaign which they seemed to do.

CL asked the group to think of positive activities for the Blackpool Convention that can be used in the media, the following ideas were generated:

- Discount flyers for activities in town – liaise with the local council over this.
- Approaching schools or local dramas groups about doing group discounts for tickets into the performing arts as a well of showcasing
- Invite a local group to perform against YFC.
- Similar to supermarkets, the idea of donations to a local charity based on an online popularity poll or physical coin drop. Would need an idea to generate the donation as this year we are including a surcharge onto AC tickets to cover the donation for the Blackpool Street Angels – to be discussed later in the meeting.
- KH suggested integrating this in with LM campaign for promoting farming and agriculture at school level during her year as Chair should she be elected.

CL updated the SG on the PR stories for 2017.

CL circulated a document about NFYFC branding guidelines and explained about the need to set a standard when it comes to using the NFYFC logo, colours and fonts; not using the correct branding is a marketing nightmare and all branding should be the same to create uniformity. It was put to the group about having a standard YFC daisy logo to be filtered down from national to club level and each area would have a set colour to differentiate them. For example if WMA was given the colour pink, all clubs and counties within the WMA would be asked to use the correct pink pantone YFC daisy and simply add their club name in under the daisy. The whole aim of this is to create uniformity throughout England and Wales. This was discussed at length by the SG, many of the members agreeing that some clubs have had their logo for 70 years plus and would not be happy with using an NFYFC logo over their long standing logo. It was also suggested that if clubs aren't using the daisy logo as it is, they won't buy into having to use a specific colour either. The idea of using two logos was discussed, the NFYFC logo in conjunction with the club logo, however many clubs use their shirts as advertising space, and giving this space up for another YFC logo would mean they would lose out on valuable sponsorship money. LE mentioned that Wales YFC also have their own logo to think about. The group consensus was that a colour scheme would not work. JCE asked the group to feedback to their areas about the joint branding as a

positive idea, the branding between YFC at all levels should be consistent and strong.

**Action: Area feedback required on using the YFC daisy logo**

## 7. National Young Farmers Week 2017: 18<sup>th</sup> – 24<sup>th</sup> September

Following the February meeting and after extensive talks with health and safety advisories with regards to the bale art competition, it was decided that more work would be needed on this due to conflicts with the NFYFC farm safety campaign; a rigorous health and safety guideline would need to be drawn up for the competition and this wouldn't be achievable in time for the 2017 NYFW. This has now been postponed and will now be included in the plans for 2018 campaign. Marketing have therefore decided roll out a photography competition for 2017.

Ideas were requested from the SG for the photography competition that will be replacing the bale art, it will be centred on the theme of 'making the most of YFC'; the competition would still have a celebrity judge for a glamour aspect and will hopefully involve Charlotte Smith in some way. The group discussed what the photographs could be based on and from the ideas generated CL will be looking into a 'club shirt' theme for the competition, for example how many club shirts a county can get in one picture.

**Action: Any hastag ideas for the competition are to be sent to CL.**

CL spoke to the group about the fall of membership figures every year following registration in August. 18-21 seems to be the age bracket where we lose members going off to University. This has shaped the 2017 campaign which will now be focused on retention and this will be a softer approach to target existing members and the benefits of remaining a member.

*Extract from the marketing campaign for 2017 NYFW:*

*This is the third National Young Farmers' Week and in the build up to a bigger campaign in 2018, this year's event will focus on retention and raising awareness of the Federation.*

*From 2017 to 2018, NFYFC will aim to prepare YFCs for a much bigger recruitment drive in 2018. This will not only be on a national level to increase exposure, but also for YFCs to be ready, engaged and have the resources and plans in place to actively recruit new people to their clubs and counties.*

*In 2017, the campaign will be softer and act as a prelude to the 2018 campaign. As such the focus in 2017 will be on improving our coverage and engagement from third parties/sponsors on social media as well as actively trying to retain existing members.*

### **Aims of the campaign**

- To position NFYFC as the leading rural youth service
- To retain existing members to the Federation
- To raise awareness of the services YFC offers
- To engage and retain current members in the Federation
- To engage with new and current partners/sponsors

*The ultimate aim is to retain members and get our YFCs ready and prepared for 2018's recruitment campaign.*

The SG talked about the possibility of having a list of deals from sponsors printed and included with their membership cards when they renew as another reminder of the benefits of being a member, this lead onto a discussion with SW with regards to local and national sponsorship and how we can work with counties to provide deals to members at both levels.

**Action: SW requested that if any members had sponsorship links or requests to send them to her via email**

([Sophie.Willingale@nfyfc.org.uk](mailto:Sophie.Willingale@nfyfc.org.uk))

The SG were given an overview of the 2018 campaign. This is still a work in progress but will be focused on recruitment and will be based around the idea of a 'missing piece' and 'is YFC the missing piece from your life'. This will be discussed in more detail at future meetings.

## 8. YFC Ski Trip 2018, Val D'Isere

**8.1 & 8.3** BW reported to the group on the meeting held with Nuco on 12<sup>th</sup> June at the NFYFC offices. The 2018 trip will start at a basic price of £429 and this includes accommodation, lift pass, exclusive YFC events and a pool party. The accommodation options have been reviewed following the feedback from the 2017 trip and NUCO will be offering a higher quantity of upgrades and an option to go to the Wilderness party, which will be this year's mountain meal. Other activities going on over the week will include an open & close party, comedy night & a pool party in Tignes; we are working on having a full week planned for members.

**8.2** The 2018 Ski Rep applications are due in 28<sup>th</sup> June and will be requested to come to Comps Day if they are available.

**8.4** The Ski launch will take place at Competitions Day. A rep from NUCO will be in attendance and bringing all promotional material required.

## 9. Annual Convention 2017 Update: Torquay 21<sup>st</sup> – 23<sup>rd</sup> April 2017

**9.1** JCE informed the SG of the ticket sales for the 2017 AC;

*5091 packages sold excluding upgrades and replacements*

*4494 Pre sold packages (2690 males, 1804 females, 186 associate)*

*525 sales over the weekend including upgrades and replacements*

Sales did not reach target and as a result the Federation has been impacted financially. Reasons behind the 2017 budget were explained to the group.

**9.2** JCE went through the list of incidents from the Annual Convention weekend; this list included two shoplifters and two police pickups. The list is considerably shorter than previous years in Torquay.

**9.3** The positive behaviour campaign over all did make an impact on the weekend but it is still a work in progress. Train travel is the key area of concern, with reports of disrespectful and intimidating behaviour towards the trains, passengers and staff. The counties who were the biggest problem have been named and the county offices were contacted by JCE both before and after the AC. However there was also a positive story that went viral on social media about the Cumbrian YFs who did a collection for a passenger who was training for the London Marathon, raising £150 on the spot. JCE thanked all those for helping with the town team over the weekend. Street Pastors worked a total of 500 volunteer hours, ensuring that members were looked after in the town. A total of £2500 was raised over the weekend through donation buckets towards the hours worked by the SPs.

MC joined the group to talk through the behaviour policy and shared the feedback that hoteliers had sent in responding to the Positive Behaviour campaign. He asked the question did the campaign for AGM 2017 change behaviour? MC gave out a summary and asked how can we build on this for 2018? It is clear that some counties had actively made the effort to deliver the presentation and provide all their members clear guidance as to the expectations for convention whilst others hadn't. As a good example Oxfordshire ran a session on 'YFC AGM: Everything you need to know' and asked AGM veterans to lead the FAQ session. This was planned for the same night as the Members went to pick up club tops.

Questions raised include: How can we reach those people who were unable to access the Positive Behaviour campaign training? How can we encourage those counties that didn't deliver the training to do so? An earlier launch of the campaign for AGM 2018 will be possible this year, starting from October council. It will also form part of the County Chairman's weekend.

**Action: Further work to be done on behaviour policy, to include train travel and delivery**

**9.4** JCE highlighted that the weekend went well due to the strong relationships created between NFYFC and the stakeholders in Torquay through regular meetings with Torquay's senior police, council and licensing. The police fed

back in the final debrief that there had been a serious incident where some male members were caught lifting man hole covers causing a serious danger to the public. However, on the whole they were extremely impressed with how the event is organised and the exceptional behaviour of the YFs this year.

**9.5** 179 members completed an online survey about the 2017 Convention; this feedback was circulated to the SG. SW highlighted that it was useful feedback about the sponsors and something that can certainly be improved upon for the Blackpool event. The feedback posed the question of whether Radio 1 DJs are still the way forward for the evening entertainment; the group agreed that as long as Scott & Chris remain ambassadors they should be involved on the Sunday night and if NFYFC can contract Greg James he would also be a crowd puller for the Saturday. SJD suggested looking at the clicker counts for the busiest night and spending the most on acts for that night, having smaller acts on the other nights. The group discussed how throwback music is in and a big name probably isn't as important as good music.

The group discussed the 2017 acts, agreeing that RPJ were wasted on the Sunday night as their time slot meant they were competing with SM & CS. Dress code for bands also needs to be made clearer, especially those performing on the Friday night when YFC are in black tie, as some members felt the band looked scruffy by comparison.

**Action: EA to liaise with band & DJ agents reference the dress code at Convention.**

**9.6** Covered under Comms and Marketing earlier in the meeting.

**9.7** No further 2017 AC business.

**9.8** Budget for 2017 was discussed under 9.1 and tickets sales.

**9.9** JCE talked the SG through the incident that occurred in the early hours of Sunday morning at the Bancourt Hotel. Over 100 members slept at the RICC and around 20 members stayed with friends in other hotels once they had been accounted for; they were provided a basic breakfast in the morning, tooth brushes/ paste and Heather Black took a small party to Primark to purchase clothing for those members who were not suitably dressed from the night before. On Sunday morning the county staff who attended AC found beds for 130 members for the Sunday night. NFYFC paid for all of the above and are currently in the process of claiming it back through insurance. Radnor and Clwyd have also hired a lawyer to help with their legal support. JCE talked through how the incident was managed in terms of emergency planning and thanked all those involved for the amazing support that they provided.

The SG discussed steps to be taken moving forward with regards to group leaders and rooming lists. NFYFC will require a list at registration from the group leader of who is staying in which hotel, this list will hopefully include members who haven't booked a ticket but have come with the intention of buying on the weekend. Group Leaders will be required to keep this list on them at all times. The SG also discussed whether more than one group leader is required per hotel or county, this was discussed due to a group leader being in a position where they were intoxicated and there was no one to contact on their behalf. Look into using the county chair or vice chair being in a position of responsibility and point of contact in addition to the group leader.

**Action: Group leader registration and requirements to be reviewed and improved.**

**9.10**

**9.10.1** Confirmed Dates: 4<sup>th</sup> – 6<sup>th</sup> May 2018, Blackpool

**9.10.2** Confirmed Dates: 10<sup>th</sup> – 12<sup>th</sup> May 2019, Blackpool

## 10. Annual Convention 2018, Blackpool, 4-6<sup>th</sup> May 2018

**10.1**

**10.1.1** This followed on from the discussion earlier in the meeting with regards to the type of acts members would like to see at Annual Convention. General consensus is that it all depends on Greg James; if he is unavailable we should look to other, different acts for the Saturday night.

**10.1.2** Running up to the SG meeting, a call for House DJ nominations had been circulated on social media and to the E&M SG. References for all nominated DJs were requested and collated into a booklet. This booklet combined with a score sheet was handed to each member and they were requested to complete the score sheet using the information provided. From this, KH & EA asked for the top three from each member and from this the shortlist for house DJs was compiled for the 2018 Convention. EA will follow up with the top DJ for availability and costing before contracting with JCE. **Action: JCE/ EA to report back in the October meeting reference contracting the House DJ**

**To note: JCE requests that all decisions reference bands and DJs are confidential and MUST NOT be circulated outside the meeting, either by social media or word of mouth, until NFYFC is ready to advertise them in conjunction with**

## ticket sales.

**10.1.3 Action:** Feedback to areas for suggestions for 2018 acts. These are to be submitted back to Erica Attwood by 11<sup>th</sup> September 2017 in preparation for October meeting.

**10.2 & 10.3** Budget and ticket prices for the 2018 AC were circulated around the SG, JCE explained the ticket price would rise by 1.5%. £0.83 of the ticket price will go towards a donation to the Street Angles in Blackpool. Although donation buckets worked well in Torquay, the Blackpool set up is different and collections may not be possible to raise the money.

	<i>Members 18 to 26 yrs</i>	<i>Associate Members</i>
<b>Advanced, discounted sales</b>	<b>£80.00</b>	<b>£85.00</b>
	<b>£70.50</b>	<b>£75.50</b>
	<b>£44.50</b>	<b>£49.50</b>
<b>On the day sales</b>	<b>£95.00</b>	<b>£100.00</b>
	<b>£82.50</b>	<b>£87.50</b>
	<b>£47.00</b>	<b>£52.00</b>

The group feel that prices should not rise over the £100 mark. It was discussed whether the price of a ticket is value for what we offer as a lot of area and county events are now contracting Radio 1 DJs. JCE explained that ticket prices cover more than just the entertainment, which is what areas often forget when setting prices and can then often operate at a loss.

**10.4** Any event branding ideas to be sent to Cheryl Liddle

**10.5 Action:** Feedback to areas for suggestions for 2018 fancy dress ideas, these are to be submitted back to Erica Attwood by 11<sup>th</sup> September 2017 in preparation for short listing at the October meeting; the short list decided in October will then go forward for the online poll.

**Action: Feedback from areas for fancy dress to be submitted to Erica Attwood by 11<sup>th</sup> September 2017**

## 11. Annual Convention – Event Management at future conventions

KH fed back to the SG about the meeting between herself, JCE and the Torquay town Mayor. It was a positive meeting and the issue of accommodation was discussed. There may be the option to have centralised booking for all YFC through one website or agency; however if some clubs or counties have existing and good links with certain hotels could they still go direct to them. It is acknowledged that often YF over book which causes some of the accommodation issues. NFYFC are looking into the possibility of returning to Torquay, but this is not yet ready to be put to council.

The SG discussed what we could do to make the weekend less alcohol orientated, as it is felt that there are a growing number of members who have an appetite to do something other than drink.

**Action – EA & JCE to look into holding a pub quiz**

**Action – SW to look into discounts for the members in Blackpool (i.e. group bowling)**

JCE spoke to the group about the hierarchy changes to the event management structure at AC. This is due to Convention being a high risk and large event and therefore NFYFC needs to employ people with event experience and the ability to make sound choices for the protection of everyone attending. Using JR Events for the event health and safety has been beneficial to the running of the whole event and HB and the BOM are keen to continue using their services.

## 12. Area Feedback reports & Calendars – Area/ counties

South West

- Gloucestershire are holding an under 18 mocktails night.
- Junior weekend in August, 72 members going.
- South West area weekend in March attract 1800 members.



## West Midlands

- Currently in rally period
- Worcestershire, Warwickshire & Herefordshire all had their rally on the same day. All successful.

## Northern Area

- SMOTY has been delivering talks on her upcoming trip to South Africa through YFC Travel programme.
- Rally season underway.

## South East

- Competitions weekend has been and gone.
- All rallies nearly done
- Essex show was a success

## Wales

- YPV coming up, 22<sup>nd</sup> – 27<sup>th</sup> July.

### 13. Any other business

KH updated the SG on LM campaign for her year as Chair should she be elected. It will be focused on primary school education on food and careers in agriculture. LM will be doing a road trip from Kent up to Blackpool before AC, visiting various schools on route and delivering a set presentation to the children.

### 14. Next Meeting –

Saturday 21<sup>st</sup> October 2017

### 15. Closing Remarks

GW updated the SG briefly on the new website; we are working with a company to update the current website and database. The look of the website will be in line with the new ten26. GW will now be sitting in on all future E&M meetings.

#### Action points

1. CL to look into the feasibility of hiring a videographer at Convention
2. Area feedback required on using the YFC daisy logo
3. Any hastag ideas for the competition are to be sent to CL.
4. SW requested that if any members had sponsorship links or requests to send them to her via email
5. Further work to be done on behaviour policy, to include train travel and delivery
6. EA to liaise with band & DJ agents reference the dress code at Convention.
7. Group leader registration and requirements to be reviewed
8. JCE/ EA to report back in the October meeting reference contracting the House DJ
9. Feedback from areas for fancy dress to be submitted to Erica Attwood by 11<sup>th</sup> September 2017
10. EA & JCE to look into holding a pub quiz
11. SW to look into discounts for the members in Blackpool (i.e. group bowling)

To note: JCE requests that all decisions reference bands and DJs are confidential and **MUST NOT** be circulated outside the meeting, either by social media or word of mouth, until Nfyfc is ready to advertise them in conjunction with ticket sales.