



**Fun, Learning and  
Achievement**

**Minutes of the Meeting of Council held on 21 & 22 October 2017  
at The Quality Hotel, Allesley Coventry CV5 9BA**

**Present:** Miss Katie Hall (KH) (Events & Marketing Chair & Vice Chair of Council), Ben Cavil (BC) (SW Area & Events & Marketing Vice Chair), Lucy Etches (LE)(East Midlands Area), Laura Elliot (LEL) (Wales), Michael Wood (MW) (Northern Area), Ben Westwood (BW) (Co-Option), Robert Blezzard (RB), Erica Attwood (EA) NFYFC Events & Travel (minutes), Gary Woodman (GW) NFYFC IT Officer

**Observing:** Caroline Bennett (SW area), Jake Henson (SW area) & Alice Singleton (NA)

**In Attendance:** James Eckley NFYFC Chief Officer, Edward Ford (Chair of Council), Lynsey Martin (LM)(Vice Chair of Council), Cheryl Liddle (CL)(Elliot House), Sophie Willingale (SW) NFYFC Fundraising Officer

**Apologies:** Carrie Ann Young (South East Area), Joe McAuley (South East Area), Henry Knowles (Northern Area) Catrina Wootton (Eastern Area), Nicholas Strelczuk (East Midlands Area), Lucy Stowell (Eastern Area) Sarah Jane Dunsby (West Midlands Area), Steve Rodgers (West Midlands Area), Matt Denby (West Midlands Area) Nerys Roberts (Wales) Caroline Baker (Northern Area)

**SATURDAY 21 OCTOBER 2017**

Signed ..... Dated:.....  
Katie Hall (Chair of Events & Marketing) October 2017

**Agenda Item 1 – Opening Remarks**

KH opened the meeting and thanked everyone for attending. The group went round the table and introduced themselves.

**Agenda Item 2 – Apologies for absence**

All apologies were received in advance of the meeting.

**Agenda Item 3- Confirm minutes from the previous meeting (24<sup>th</sup> June)**

Confirmed the previous minutes.

**Agenda Item 4 – Matters arising from previous minutes (not covered under agenda items)**

No matters arising.

**Agenda Item 5 – Any relevant correspondence**

No relevant correspondence.

**Agenda Item 6 - Review of actions agreed at the June 2017 meeting**

The E & M group went through the actions from the previous meeting listed on the supporting paper.

**Agenda Item 7- National Young Farmers Week (NYFW)**

**7.1.1**

NYFW was very successful on social media and in print media. Industry partners got involved and we have some new leads to contact following on from the week.

Print media – the value of our cuttings in print media was £46,627 and this reached 1.2m people. Our reach was up by

487% from 2016 and the value was increased by £34,729.

Social media – we reached 1.2m. Counties and clubs got involved using the banners and graphics we provided and many of them posted stories and images to help them drive their new members' nights. 54 YFCs entered our YFC Selfie competition; it engaged 9% of 619 clubs. Whitchurch YFC was the winner.

The SG queried what the judges based their results on and CL explained that they picked the winner on what club they would most like to join after viewing all the entries. It was felt by the SG that there needed to be more clarification on the definition of a 'Selfie'; none of the entries were disqualified and all went to Charlotte Smith and Chris Stark.

The SG discussed the competition for the 2018 week. Following discussions the consensus of the group was to build upon the Selfie competition, in line with the theme of the NYFW, as it worked well and selfies won't go out of date before then. This will be discussed further at the February meeting once discussions at NFYFC have been held about the direction of the 2018 NYFW.

LE informed the group that the week really helped their new members' nights which were scheduled for the same week.

KH thanked the group for all their help on social media throughout the week.

**Action:** Clarification on the meaning of 'selfie' required for the 2018 NYFW – CL/ Marketing.

### 7.1.2

The SG felt that the week in September was too early to hold NYFW due to the farming & YFC calendar. The social media trends highlighted that engagement with the posts had died down by the Friday, indicating that the seven day campaign is too long.

The SG discussed ways in which the week may run better with regards to getting information to Counties for distribution and use during NYFW. JCE has suggested doing an email alert to Counties to inform them of when to expect all the details, LEL stated that there are multiple lines of communication within a county (county chair, council members etc) that the details can get sent to for a wider distribution.

**Action:** 2018 NYFW will be held on Monday 8<sup>th</sup> – Friday 12<sup>th</sup> October (five days).

## **Agenda Item 8 – Communications**

### **8.1 Social Media**

A communications report was presented by CL to the SG. All NFYFC social media accounts have seen an increase in followers.

The most popular post on Facebook was the live streaming of the Floral Arts competition at Malvern. On twitter, the most re tweeted tweet was about finding the missing James Corfield during the YPV. The second most popular was 'Happy National Young Farmers Week'.

### **8.2 Review Media Coverage**

CL updated the group on what is scheduled on social media for the remainder of 2017.

### **8.3 Brand Launch**

CL informed the SG that the refreshed branding has been launched and will be used by the NFYFC from now onward. In the coming months it will be communicated throughout the Federation (county federations and YFC clubs) in the hope of creating a more unified brand.

### **8.4 Website**

CL informed the SG that the website site map has been drawn up. The next stage of the process is for the NFYFC team to formulate the content. MW queried where the budget for the website sat; GW and CL explained it would be split across the marketing and IT budget.

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## 8.5 Database

The database is in the process of being upgraded and is now in its first version. The member's area and roles have been upgraded, once the search aspect has been completed it can be sent to a county organiser to be tested. Once the test run has been completed it will be rolled out to all counties.

## Agenda Item 9 – YFC Ski Trip

### 9.1 Promotion & Wristband booking

#### 9.1.1 Promotion

BW informed the group that he has been approached by a clothing company wishing to work with NFYFC and NUCO on the 2018 trip. They would like to offer branded hoodies and beanie hats for NFYFC members to purchase; they would be branded with the logo, with the YFC logo on the hoody but not the beanie. The company, Park Lab Designs, had sent BW some mock designs and the group went through which they preferred. The members liked beanie hat number 3; however they would like BW to see if the colours can be changed. The group chose hoody number 2 and decided the YFC logo should go on the front. The price was also discussed and the SG asked BW to negotiate on this as it was felt £34 was too expensive.

**Action:** BW to liaise with Park Lab Design and feedback on the Facebook. Members of the group are to respond to the post(s) with their opinion on the feedback in order for a decision to be made. If the price cannot be negotiated, another option is to discuss with NUCO about their in house range.

#### 9.1.2 Bookings

Target of 250 sales. So far the trip has 150 booked on with a month to go before the end of sales.

#### 9.1.3 YFC Area Reps

The South West Area Rep has dropped out of the trip and resigned her post as rep due to a personal commitment. As we are so close to the bookings, Vice Ski Rep and South West Area member Katie Hall will take this position.

### 9.2 Programme, Extras & Fun Competitions

#### 9.2.1 Daytime

MW requested a Valley Rally

**Action:** BW to liaise with NUCO reference a Valley Rally.

#### 9.2.2 Evening

BW talked the SG through the planned evening activities for the week. All SG members happy with this programme designed by NUCO. SG watched a quick video showing the pool party scheduled for the Monday night in Tignes.

### 9.3 Fancy Dress Poll

Following the June meeting, a social media poll was circulated to members to vote for the fancy dress theme in 2018. **Cows** won the vote.

**Action:** Circulate the winning fancy dress theme on social media & via the YFC Ski reps

## Agenda Item 10 – YFC Ski Trip : Resort Rotation

### 10.1.1 2018 Resort

Val D' Isere, 6<sup>th</sup> – 13<sup>th</sup> January 2018.

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## 10.1.2 2019 Resort

Originally down as Pas De La Casa, the 2019 resort needs to be agreed upon as it currently keeps getting passed from agenda to agenda. Planning for the 2019 trip will commence on completion of the 2018 trip to Val D'Isere.

As no one from the SG has previously experienced the Spanish resort, BW and KH are apprehensive about booking the trip at that resort. JH informed the group he has skied and it was ok, however other members of the SG agreed that they would prefer to stay with a French resort, or try an Austrian resort dependant on costing. BW showed the group a NUCO presentation on the resort Avoriaz. JH has previously skied there and the nightlife is non-existent in terms of what the YFC members are after. After a discussion on resorts, the SG agreed that BW should speak to NUCO about either going to Belle Plange, Les Arc or a resort in Austria.

**Action:** BW to speak to NUCO about 2019 resorts and submit feedback on the Facebook group The SG is required to comment on this via the Facebook group in order for a decision to be made.

## Agenda Item 11 – Annual Convention 2018

### 11.1 Programme of events

EA referred the SG to Annex C of the supporting paper, the draft programme of events for the 2018 Annual Convention. RB confirmed that the format would be the same as other years at this stage of the planning.

### 11.2 Convention Entertainment

#### 11.2.1 Budget

The SG had a look through the budget for 2018, as documented in Annex D of the supporting paper. RB went through a few aspects of the budget.

#### 11.2.2 Wristband pricing and key admin dates

The SG was referred to Annex E and F of the supporting papers. EA explained the key admin dates and when the County Booking Officers are required to submit completed booking forms into NFYFC.

#### 11.2.3 House DJ

RB informed the SG that following the result of the June E&M meeting, the house DJ has been contracted. This should remain confidential and within the SG until the full line up is ready to be released to the members in line with the majority of sales in early 2018.

#### 11.2.4 Bands &/or Guest DJs:

The SG discussed the bands and DJs that had been submitted to NFYFC. All members of the SG had been requested to listen to the artists prior to the meeting and a discussion took place listing who they wished to see at Convention, taking into consideration the entertainment budget and if they would appeal to the target audience of 18 – 23.

A shortlist was created. RB asked the group to pick who they wished on the line up, the exact night each act plays will be decided by the Stage Managers teams when the artists availability is known and to account for production and crew requirement that must be accounted for and costed

**Action:** EA & RB to contract bands and DJs from the shortlist created.

The SG is required to keep all band and DJ decisions confidential until contracts are in place and until the NFYFC has the necessary marketing approvals and material in place.

#### 11.2.5 Dress themes and dress codes

##### 11.2.5.1 Friday night

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SG confirmed that the Friday night should remain black tie. KH read out the dress code wording from Torquay 2017. The SG queried whether smart dark denim should be included as acceptable black tie wear. JCE informed the SG that allowing some denim on the dress code alleviates huge pressure on front door staff and can help avoid confrontation that escalates. The NFYFC works with the local authorities to ensure YFC members can gain access to the venue as the NFYFC duty of care applies at the weekend and the required support is within the venue.

**Action:** EA to ensure the bands and DJs contracted for the Friday night are aware of the dress code and EA will ask those band to dress accordingly.

#### 11.2.5.2 Saturday night

The SG reviewed the list of suggested fancy dress themes and selected three to go forward for a social media poll. The three themes are: Glow in the dark, cartoons and four seasons.

**Action:** CL and EA to organise the social media poll and report the winner in February.

#### 11.2.5.3 Sunday night

The SG confirmed that the Sunday night would remain as club shirt night.

#### 11.2.5.4 Daytime entertainment

Following the June meeting, EA has looked into holding a pub quiz on the Saturday afternoon. The Funky Bunch quiz, an interactive quiz, with visuals, music, interaction and video clips, hosted by Chris Lauriello would be available and can integrate eight YFC and farming questions into the standard five rounds.

Cost: £275 plus VAT

Time: approx. 90 minutes on Saturday afternoon on completion of the Darts tournament.

The quiz will be comprised of 5 rounds, with 8 YFC and farming related questions filtered in to the rounds listed below.

The SG confirmed they are happy to proceed with this option.

**Action:** EA to contract the Funky Bunch Quiz

KH reported to the group the Annual Convention feedback from the Youth Forum: the group felt safe as first time attendees of convention, they like the fold out information leaflets and the social media information throughout the event. They would like the first aid stations could be better signed as it took them a long time to find with an injured member.

### 11.3 Event Marketing and Communications

#### 11.3.1.1 Promotional material

The NFYFC will use the standard branding on information posters and pull ups that are used every year – this will prove cost effective and a sensible approach. The theme branding will run through the event programme and one year only documents only – line up posters, programme etc.

**Action:** EA to feed this back to CL in marketing.

### 11.4 Registration Stewarding

KH reminded the SG that as E&M steering group members, if they are attending Annual Convention they are required to help with wrist banding on the Friday afternoon, Friday evening and one other session over the weekend *if possible*. Volunteer forms were given out to the SG members.

**Action:** SG members attending AC to complete a registration volunteer form and return it to EA (Erica.attwood@nfyfc.org.uk)

### 11.5 Event Sponsorship

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SW informed the group that she will soon be looking to organise sponsors for the 2018 event. There is a new list of potential sponsors however the existing convention sponsors will need to be approached first. More details will be available at the February Council meeting.

## **11.6 Behaviour Campaign**

EA informed the group that following the June meeting Matt Caldicott had been working on updating the behaviour presentation with the feedback given. This will be rolled out to all county federations with a request that the session presented to all YFC members booking to attend the 2018 event.

## **Agenda Item 12 – Future Annual Conventions**

### **12.1 2019 Venue**

Dates for the 2019 Annual Convention are confirmed for 10<sup>th</sup> – 12<sup>th</sup> May 2019, in Blackpool at the Winter Gardens.

### **12.2 2020 Venue**

The SG was updated by KH and JCE about a meeting between themselves and the Mayor of Torquay. Further work needs to be done by JCE and at NFYFC concerning budgets before a decision can be made about returning to Torquay in 2020.

Alternative venues to Torquay are still being looked into for the 2020 event.

## **Agenda Item 13 – Area Feedback**

### **South West Area**

Busy summer. 74 members attended a successful junior weekend in Wales.

### **East Midlands Area**

Busy summer, all going well.

### **Wales**

Successful YPV. LEL thanked Cheryl Liddle and all those at NFYFC for their support with their help to find James Corfield.

### **Northern Area**

Busy summer. Struggling to find a pantomime location, AS suggested a couple of venues for MW to look into.

## **Agenda Item 14 – Any other relevant business**

### **Club Shop**

SG was presented with an option to buy in 100 YFC branded power banks for the club shop. SG approved and suggested that they sell for £10.

The SG would also like to suggest YFC beanie hats and A5 YFC branded note pads.

**Action:** EA to liaise with Sandra Bromley reference SG club shop ideas.

### **Instant Photographer**

The 2016 Annual Convention at Blackpool featured an instant photographer. SG would like this option to be looked into for the 2018 Convention.

**Action:** EA to research the Instant Photographer and feedback to the group, either via Facebook group or at the

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February meeting.

### **Competitions Day**

EA asked the SG if they have any ideas for external companies that would be suitable to exhibit at Competitions Day, please email these suggestions to EA so they can be forwarded to the Competitions department to follow up.

If any SG members has any 'entertainment' ideas that the E&M group could put on at competitions day, please feedback in February.

**Action:** SG feedback for Competitions Day in February

BW put to the SG that Competitions Day was not the right setting or target audience to launch the YFC Ski trip. BW suggested moving it back to Annual Convention, RB informed the group there is more space at Blackpool for this to happen. The SG is in agreement.

**Action:** EA to liaise with SW and NUCO to ensure a NUCO presence at 2018 Convention registration.

### **Baltic Donkeys Christmas Song**

BW spoke to the SG about the Baltic Donkeys 2017 Christmas song and played them a clip. The BD's are asking if the NFYFC members will get behind the band and support the Christmas song, it will be available to purchase on iTunes from 1<sup>st</sup> December. Any profit that is made from the song will be donated to the Chairman's charity.

**Action:** NFYFC to liaise with the Baltic Donkeys with regards to sharing the song on social media.

### **Agenda Item 15 – Date of next meeting**

Saturday 17<sup>th</sup> February 2018

### **Agenda Item 16 – Closing remarks**

KH thanked the SG for attending and their hard work over the afternoon.

### **End of meeting**

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### **Actions**

**Action for NYFW:** Clarification on the meaning of 'selfie' required for the 2018 NYFW – CL/ Marketing.

**Action for NYFW:** 2018 NYFW will be held on Monday 8<sup>th</sup> – Friday 12<sup>th</sup> October (five days).

**Action for YFC Ski:** BW to liaise with Park Lab Design and feedback on the Facebook. Members of the group are to respond to the post(s) with their opinion on the feedback in order for a decision to be made. If the price cannot be negotiated, another option is to discuss with NUCO about their in house range.

**Action for YFC Ski:** BW to liaise with NUCO reference a Valley Rally.

**Action for YFC Ski:** Circulate the winning fancy dress theme on social media & via the YFC Ski reps

**Action for YFC Ski:** BW to speak to NUCO about 2019 resorts and submit feedback on the Facebook group The SG is required to comment on this via the Facebook group in order for a decision to be made.

**Action for AC 2018:** EA & RB to contract bands and DJs from the shortlist created.

**Action for AC 2018:** EA to ensure the bands and DJs contracted for the Friday night are aware of the dress code.

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**Action for AC 2018:** CL and EA to organise the social media poll and report the winner in February.

**Action for AC 2018:** EA to contract the Funky Bunch Quiz.

**Action for AC 2018:** EA to feed this back to CL the SG idea on the event branding

**Action for AC 2018:** SG members attending AC to complete a registration volunteer form and return it to EA ([Erica.attwood@nfyfc.org.uk](mailto:Erica.attwood@nfyfc.org.uk))

**Action for Club Shop:** EA to liaise with Sandra Bromley reference SG club shop ideas

**Action for AC 2018:** EA to research into the Instant Photographer and feedback to the group, either via Facebook group or at the February meeting

**Action for Comps Day:** SG feedback for Competitions Day in February

**Action for AC 2018:** EA to liaise with SW and NUCO to ensure a NUCO presence at 2018 Convention registration.

**Action for Marketing:** EA to liaise with the Baltic Donkeys with regards to sharing the Christmas song on social media.

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