



**Fun, Learning and  
Achievement**

**Minutes of the Meeting of Events and Marketing held on 17 February 2018  
at The Quality Hotel, Allesley Coventry CV5 9BA**

**Present:** Katie Hall (KH), Lucy Etches (LE), Laura Elliot (LEL) Michael Wood (MW) Ben Westwood (BW), Matt Denby (MD), Henry Knowles (HK), Eleanor Smale (ES), William Gulliver (WG), Sioned Davies (SD), Alice Singleton (AS), Lucy Stowell (LS)

**NFYFC Staff:** Erica Attwood (EA) NFYFC Events & Travel (minutes), Gary Woodman (GW) NFYFC IT Officer, James Eckley NFYFC Chief Officer

**Observing:** David Fellows (DF), Caroline Bennett (CB)

**In Attendance:** Edward Ford (Chair of Council), Lynsey Martin (LM)(Vice Chair of Council), Cheryl Liddle (CL)(Elliot House), Robert Blezzard (RB), Chris Lloyd (CLL), Thomas Oatey (TOA)

**Apologies:** Matt Frampton, Chris Acock, Sarah Williams, Beth Duchesne

**SATURDAY 17 FEBRUARY 2018**

Signed .....

Dated:.....

Michael Wood (Chair of Events & Marketing)

February 2018

**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 (21<sup>st</sup> October 2018)**

Confirmed the previous minutes & KH signed.

**Agenda Item 4 - Election of EM Steering Group Officers**

Chair: LE proposed MW. HK seconded. All in favour.

Vice Chair: ES proposed LS. LEL seconded. All in favour.

Co-Option 1: AS had sent in her Co-Option request form. LS & LEL proposed and seconded. All in favour.

Co-Option 2: MW proposed BW. LE seconded. All in favour.

Co-Option 3: Ed Ford proposed by BW. Seconded by WG. All in favour.

**Agenda Item 5 – Matters arising from previous minutes (not covered under agenda items)**

No matters arising.

## Agenda Item 6 – Any relevant correspondence

No relevant correspondence.

## Agenda Item 7 – Communications & Marketing

Social Media Overview:

- 37,696 fans on Facebook (increase of 596)
- 12,500 followers on Twitter (increase of 300)
- 1,631 followers on Instagram (increase of 179)
- Top Post - News about Convention – Glow in the Dark reached 29.4k people with high engagement levels (3.7k)
- BBC video shared about British people attempting to pick fruit – big reaction – 16.8k reach (3k engagement)
- Video message from Scott and Chris to Daniel Moseley (member of Eccleshall YFC who has damaged his spine in trampoline accident) 12.1K reach (3.9k level of engagement)

Facebook Algorithms:

- Harder to get 'seen' – posts need to engage followers, which means more comments on posts are needed
- Video is being pushed as the top way to interact with your audience – higher viewing figures
- Page demoted for 'like and share' type posts or posts that receive limited interaction
- More support for the page on posts – more comments and tagging.

MW suggested looking at the marketing budget to take into account the need to pay for Facebook posts in conjunction to the new algorithm laws.

**Action:** CL & EA to look into the marketing budget.

**Action:** CL to post in E&M group if there is a particular post that needs pushing to ensure post reach is maximized.

**Action:** E&M group to like, share or tag a friend in NFYFC Facebook posts.

Campaigns:

- Social media campaigns are increasing
- This week was #MindYourHead – did you see material?
- How do you feel about campaign messages on Facebook? We could be sharing a lot more...
- Figures for #MindYourHead were good for the first post but dropped by the next day (only approx 300 people seeing one of the posts).

Twitter top posts:

- Announcing Scott and Chris got a big reaction on Twitter 54.6k impressions
- A Blue Monday post and reference to Rural+ in January earned 6260 impressions
- In Feb so far – a post about a new Government grant and a comment from Ed earned 10.3k impressions
- Campaigns work well on Twitter

Instagram top posts:

- Glow in the Dark announcement received the most likes – 159. A reach of 1,339.
- Much lower figures on Instagram due to reduced number of followers.
- Aim to build this platform during Convention using some live video and Instagram stories.

CL informed the group that NFYFC is approached by a lot of industry partners with reference to NFYFC supporting their

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campaigns and asked for their opinion as to the level of engagement that NFYFC gives to them.

AS – important to engage as we would like our industry partners to help circulate and back our campaigns.

LEL – Member lead content should be the focus. Maybe one supportive post per campaign to avoid ‘campaign fatigue’.

## **PR**

PR update: For information, CL talked the group through the next six months worth of press release scheduled.

## **Annual Convention**

The group were shown the Annual Convention artwork, which was well received.

A discussion was held about the possibility of a text message service over the Annual Convention weekend.

NFYFC would need to look into the data protection aspect of it, especially with the upcoming change in legislation; it would not be possible for this year but can be looked at for future conventions.

LE suggested using snap chat for updates over the weekend. This is not a platform NFYFC wish to engage with YFC members on.

MW queried whether the ‘Fun, Learning & Achievement’ strapline can be reviewed, questioning whether it is a true representation of how YFC operates. LEL suggests that it is appropriate and inclusive of the organisation’s values, but it could be reviewed as to when the strapline needs to be included with the YFC daisy.

CL – all branding for NFYFC was reviewed and revamped last year. The strapline broadens the appeal of YFC so it doesn’t just include farmers.

**Action:** NFYFC strapline to be discussed at the June meeting.

## **Website**

GW showed the group the first draft of the new website and they are happy with the progress. Release date to be confirmed.

## **Agenda Item 8 – National Young Farmers Week**

The group discussed two ideas for the NYFW competition. The group decided on a fun video competition, as this is what our YFC members engage with most on social media. Music would need to take into account copyrighting; EF suggested using the Essex YFC song ‘Put that hoe down’.

Ideas that will be taken forward and developed by marketing:

- Two tier category, can submit either a live video or a one take video
- Possibility of using the Essex song ‘Put that hoe down’, 45 seconds of dancing/ ‘YFC Stomp’ with an agricultural theme or showcasing YFC.
- Mimic dance from ‘Put that hoe down’ or use it as inspiration.
- No limit on amount of entries per club/ county
- Terms & conditions

Due to feedback from last year’s competition, the competition details will be circulated in the March issue of ten26, to give YFC members plenty of notice and time to plan content.

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**Action:** CL to speak to Essex YFC about using the song 'Put that hoe down'

**Action:** CL to write up competition and post on Facebook group for approval. ALL members of E&M are to feedback via Facebook.

**Action:** Judge to be decided.

**Action:** Sponsor and prize to be sourced.

### **Agenda Item 9 – 2018 YFC Travel Ski Trip feedback**

Feedback was circulated on the E&M supporting papers.

BW talked through the feedback noting that a lot of it was negative, however if you look back on previous years, even before NUCO, it is rare for the trip to receive good, written feedback. Feedback direct to BW has been positive. The group agreed that the weather conditions also affected this year's trip.

The group talked about the feedback and our partnership with NUCO followed on from this. NUCO Reps were discussed and what YFC members actually want from them. BW, EF and KH did room rounds each night and posted notes under doors if no one was in.

JCE thanked BW explaining to the group that the trip would not be able to happen without his level of knowledge and communication with NUCO.

### **Agenda Item 10 – 2019 YFC Travel Ski Trip**

YFC have travelled to Belle Plagne before, but not with NUCO. There isn't as much ski area as Val D'Isere but it is linked to Les Arc. As the resort is mainly tailored for families, the accommodation is of a better standard and it doesn't get flooded by students.

BW, JCE and EA have a meeting with NUCO on 20<sup>th</sup> March to discuss all trip details and the launch at Annual Convention.

BW informed the group that this year it worked better not having NFYFC reps in the resort, so moving forward NFYFC will only be recruiting sales reps; there is staff support from NUCO in resort.

The group discussed activities they would like taking to the meeting with NUCO.

**Action:** BW and EA to discuss with NUCO with the possibility of holding a bowling night, pub quiz night, valley rally and a night in the ice skating bar.

### **Agenda Item 11 – Annual Convention 2018**

#### **Winter Gardens update**

RB showed the group photos of the current state of the Empress Ballroom and explained that the scaffolding, due to an issue out of the Winter Gardens control, will be in place until after the Annual Convention weekend; the scaffolding compromises the capacity of the room and the stage position. Adam Waller (Production Manager) and RB have made the decision to move the evening entertainments into the Olympia room, where they capacity is unaffected and a stage can be built. This decision was also influenced by costs and health and safety issues. The Arena will still be open and a tunnel will be built between Olympia and the Arena. Entrance to the venue will be the same as previous years.

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The SG requested that there was enough bars set up in the Olympia to keep queues down, as this is an issue and possibly drives members to leave the venue.

### **Last Entrance timings**

RB updated the group on the new last entrance time, which will be 11.30pm. The bars will close at 02.30am, the music will stop at 02.45am and the venue will close at 3am. Smokers will have an area on a side

**Action:** Ensure 11.30 last entrance time is circulated extensively amongst YFC members attending.

**Action:** EA/ RB to ensure that Winter Gardens set up enough bars in the Olympia.

### **Fancy dress**

EA confirmed that the fancy dress theme for the Saturday night would be 'Glow in the dark' however some clarification was needed on what this meant to YFC members. The group agreed it meant UV and UV lighting should be in place on the Saturday night.

**Action:** EA to liaise with marketing and the production team about UV lightening.

### **Event Management Team (EMT)**

JCE updated the group on the EMT and the streamlining process taking place. Due to the incident in Torquay, the EMT will now only comprise of people with extensive event experience, as an emergency crisis requires this. The Annual Convention event management needs to be continually working towards being more professional within both its organisation and execution.

EMT will comprise of;

- James Eckley – SIA trained and over all event manager.
- 2x SIA trained YFC members for the front door.
- RB works on multiple, large and small scale events over the year.
- Dene Hazelwood owns an event company and works as RB's deputy over the weekend.
- Event safety is contracted to a consultant, JR Events.
- EF – has worked on large scale country show for multiple years.

As a result of the incident in Torquay and the missing person at the YPV, County Staff have also started to receive event management crisis training; JCE stressed to the group that emergency planning is critical for all YFC events at every level.

### **Chairs Reception**

JCE informed the group that as the E&M steering group is the host of Annual Convention, they would be required to help at the 21.00 registration session and would not be able to attend Chairs Reception.

### **Youth Forum Feedback**

MW talked the group through the feedback from the Youth Forum meeting and highlighted their concerns about initiation ceremonies. JCE expressed how shocked and horrified he was to hear about them and how it has evolved. A few members felt that the initiation ceremonies are hyped up until the actual day. TOA suggested that the Harper Adams buses are where the initiation ceremonies happen the most.

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The group agreed that initiation ceremonies would not be tolerated and work would be done with the youth work team to address it.

The Youth Forum would also like a meeting point in the Winter Gardens; the group agreed the best location would be the registration area. This can be put on the Annual Convention programmes and circulated to counties prior.

**Action:** Work with the NFYFC Youth Department to combat issue of initiation ceremonies.

**Action:** Meeting point to be listed on Annual Convention programmes.

TOA asked the group to think of ideas to help people get involved in 'Open Farm Sunday'. LS suggested linking up with local colleges and running some YFC style competitions.

### **Programme of events**

EA talked the group through the programme of events and the contracted DJs and bands. Sunday night DJ due to be released Sunday 18<sup>th</sup> Feb, please like, tag and share the posts on social media.

MW requested that the group stated thinking about bands and DJs for the 2019 Annual Convention. He would like to see a Peaky Blinder themed black tie night on the Friday.

**Action:** Please email any 2019 band suggestions to EA.

### **Behaviour Presentation**

The group were asked to report on how the Behaviour Presentation is being delivered in their areas.

**WG** – Asked around a few of the counties in his area. Most are planning to make it a 'fun night', handing out t-shirts and YFC members will have to sign to say they have received the presentation. Based on 'don't come to the presentation, don't go to Annual Convention'.

**KH** – Gloucestershire members have to attend the Exec meeting, they will pick up their shirt there too.

**MD** – Same as WG's feedback however anyone that can't attend will be given a one to one on the day.

**LS** – Bedfordshire is holding evening with food, picking up shirt at the same time. Suffolk holding a night meeting to include 'Know Your Limits' training with the presentation. Norfolk is tying it in with the Exec meeting.

**LE** – Same as Sussex.

**HK** – Cumbria are holding 5 nights. Going well so far. Cumbria added into the presentation about drugs, fighting and contraception. They have used a video called 'Our Amy', which hits home about the use of drugs.

**AS** – Lancashire are also doing similar to Cumbria, asking the members to sign to say they have attended. Still thinking about how to work with the members who can't attend.

Lancashire members do not think the ticket prices for Annual Convention should increase any further, the group were in agreement.

Both AS and HK commented on how the use of drugs is becoming a problem in their counties and the behavior presentation should include a section on this moving forward. It was also felt another year of the presentation would lose its appeal and it would be harder to get people to attend. For 2019, the content and format should be spruced up.

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**LEL** – Last year it was delivered on the bus before travelling down. This worked well as service stations are an area concern and the Glamorgan bus stops at two for both venues.

**Action:** HK to send EA the Cumbria presentation

**Action:** Include drug advice in Group Leaders pack

**Action:** Content and format of Behaviour Presentation to be looked at for 2019 convention

### **Sponsors for Annual Convention**

JCE reported:

Commercial sponsors are looking positive.

MF is not the main title sponsor from this year, but will sponsor the Chairman's Reception.

Isuzu is amongst the new Annual Convention sponsors this year.

Some partners of NFYFC will be invited FOC to exhibit.

NFYFC have already met with Farmers Weekly and are due to meet Farmers Guardian.

Ongoing work with pubs and clubs in Blackpool. Working with them to ensure they promote food and not alcohol offers. JCE noted the importance of keeping the venues on side, as they are an important part of the emergency plan should something happen within in the Winter Gardens.

There is potentially going to be an option for some of the bars to attend registration on the Friday, to hand out wristbands or equivalent as redeemable tokens for food. This is a work in progress.

Police are looking at the option of shutting off the road with the main cluster of bars. This is because it is a main road with fairly heavy traffic and would help eliminate potential incidents.

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

JCE – Torquay 2020 on paper isn't a great option, but is Blackpool three years in a row a good option?

CLL explained to the group the importance of how much NFYFC's finances rely on the Annual Convention; after the levy it the biggest source of income.

MW referred the group to the email received by NFYFC from Pontins in Stockport. The group held a discussion and agreed that it should be looked into further and wondered if a site visit should be organised after Blackpool 2018. A few members queried if YFC members would support a change in venue, away from Torquay or Blackpool. JCE informed the group that statistics would indicate a change to a new venue would instigate a fall in ticket sales for the first time there.

Due to the good relationship with both venues and towns, NFYFC has first refusal on dates for each year. NFYFC is restricted to the weekends when the AGM can be held; however with the upcoming changes to the constitution, there may be an option for this to be flexible. CLL informed the group that the NFYFC and County Federation's calendar all revolve around the Annual Convention weekend, so a complete change in time of year would cause considerable disruption and isn't a path NFYFC should look to go down if there is an option not to.

### **Agenda Item 13 – Competitions Day 2018**

The group will look to put on bingo, quizzes and garden games at Comps day on 30<sup>th</sup> June.

**Action:** AS and LE to put together a quiz for the day. Needs to be one people can drop in and out of.

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## Agenda Item 14 – Area Feedback

WG – County looking into holding an inter-county exchange. Help form NFYFC would be great.

**Action** – EA to speak to Jodie Green and provide WG with the details and support.

MW – Some YFC members in East Riding of Yorkshire would like to know how they can support HOPs and job recruitment.

**Action:** EA to liaise with the relevant member of HOPs staff and feedback to the group.

## Agenda Item 15 - Date of next meeting

Saturday 23<sup>rd</sup> June 2018

## Agenda Item 16 – Any other business

EA asked the group to pick between three new notebook options for the Club shop. Group decided on the middle size.

**Action:** EA to let Sandra Bromley know this decision.

EA reminded the group to take back to their areas and counties about the importance of the Group Leader role. It is especially important to ensure all Group Leaders know that they must bring two copies of their hotel rooming list in order to pick up their wristband.

**Action:** All members of the E&M group should feedback to their counties about Group Leaders taking two copies of the hotel rooming lists with them to registration. They will not be able to pick up their wristband without their rooming list.

End of Meeting

Communications	<b>Action:</b> CL & EA to look into the marketing budget.
Communications	<b>Action:</b> CL to post in E&M group if there is a particular post that needs pushing to ensure post reach is maximized.
Communications	<b>Action:</b> E&M group to like, share or tag a friend in NFYFC Facebook posts.
Communications	<b>Action:</b> NFYFC strapline to be discussed at the June meeting.
NYFW	<b>Action:</b> CL to speak to Essex YFC about using the song 'Put that hoe down'
NYFW	<b>Action:</b> CL to write up competition and post on Facebook group for approval. ALL members of E&M are to feedback via Facebook.
NYFW	<b>Action:</b> Judge to be decided.
NYFW	<b>Action:</b> Sponsor and prize to be sourced.
YFC Ski Trip	<b>Action:</b> BW and EA to discuss with NUCO with the possibility of holding a bowling night, pub quiz night, valley rally and a night in the ice skating bar.
Annual Convention	<b>Action:</b> Ensure 11.30 last entrance time is circulated extensively amongst YFC members attending.
Annual Convention	<b>Action:</b> EA/ RB to ensure that Winter Gardens set up enough bars in the Olympia.
Annual Convention	<b>Action:</b> EA to liaise with marketing and the production team about UV lightening.
Annual Convention	<b>Action:</b> Work with the NFYFC Youth Department to combat issue of

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Annual Convention	<b>Action:</b> Meeting point to be listed on Annual Convention programmes.
Annual Convention	<b>Action:</b> Please email any 2019 band suggestions to EA.
Annual Convention	<b>Action:</b> HK to send EA the Cumbria presentation
Annual Convention	<b>Action:</b> Include drug advice in Group Leaders pack
Annual Convention	<b>Action:</b> Content and format of Behaviour Presentation to be looked at for 2019 convention
Competitions Day	<b>Action:</b> AS and LE to put together a quiz for the day. Needs to be one people can drop in and out of.
Area Feedback	<b>Action:</b> EA to speak to Jodie Green and provide WG with the details and support.
Area Feedback	<b>Action:</b> EA to liaise with the relevant member of HOPs staff and feedback to the group.
Club Shop (AOB)	<b>Action:</b> EA to let Sandra Bromley know this decision.
Group Leaders (AOB)	<b>Action:</b> All members of the E&M group should feedback to their counties about Group Leaders taking two copies of the hotel rooming lists with them to registration. They will not be able to pick up their wristband without their rooming list.

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