



**Fun, Learning and
Achievement**

**Minutes of the Meeting of Events and Marketing held on 26 October 2019
at The Quality Hotel, Allesley Coventry CV5 9BA**

Present: Katie Hall (KH), Caroline Bennett (CB), Leigh Waite (LW), Ed Bentley (EB), Eamon Monaghan (EM), Hannah Gregory-Campeau (HGC), Charlotte Garbutt (CG), Abi Gilbert (AG), Robbie Tue (RT)

NFYFC Staff: Gary Woodman (GW) NFYFC IT Officer, Cheryl Liddle (CL)(Elliot House Marketing), James Eckley (JCE) NFYFC Chief Officer, Delme Harries (DH)(NFYFC Chair of Council)

Observing:

Also in attendance: Grace Millbank (GM)

Apologies:

SATURDAY 26 October 2019

Signed
Lucy Stowell (Chair of Events & Marketing)

Dated:.....

Agenda Item 1 – Opening Remarks

Agenda Item 2 – Confirm minutes from the previous meeting (23 June 2018)

Agreed

Agenda Item 3 - Matters arising from previous minutes (not covered under agenda items)

No Matters

Agenda Item 4 – Any relevant correspondence

No Relevant Correspondence

Agenda Item 5 – Communications & Marketing

5.1 - Update – coverage online and print

5.1.1. Overview of online Stats

- 40,907 fans on Facebook (increase of 557 in the last four months)

increase of 2,198 over last 12 months.

- 13,758 followers on Twitter (increase of 231)

Last 12 months increase of 858.

- 5,341 followers on Instagram (increase of 808 in the last four months) Last 12 months – increase of 3,028.

Expectation vs reality meme had most reach

Facebook

- Post reach – 138.2k over last 28 days and 46.5k engagements
- Our post engagement rate is good – still above average for Facebook in general

Twitter

- 13.8k followers
- Businesses, industry influencers, Counties and Clubs

KH – Talking about Vernon Kay at Nat Farming Awards talking up YFC. We may be able to utilize him

CL – Top tweet 33M = RYE Tweet

CL – Total Coverage in table below

MONTH	RELEASE	SUBJECT	DATE TO BE PUB	TARGET	PUBLISHED	RESULTS
Jan	Oxford Farming Conference	Fringe event at the OFC and scholars	December	National agri press	24 December	Estimated reach: 22.3k
Feb	News on elections	Announcement about new Chair and Vice Chairs of NFYFC Also includes launch of the new #Iwill environment campaign.	18 Feb 2019	National Agri press		Est reach: 358.2K Est reach: 107.6k
April	AGM	Announcement about the AGM include comments from trophy winners	End of April	National press and local press	Sent packs last week in April	Focus was on levy: Est: 78.4k
	DIY AGM	Reactive press about the DIY event in Blackpool	5-7 May	Reactive press to the event in Blackpool	Over the weekend	Negative publicity: Est reach 6.1m Positive: 74.9k reach

National Federation of Young Farmers' Clubs (England and Wales)

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May	Entertainments Final	Announcement about the finalists and Isuzu support – plus SMOTY	April	National press and local press		Est reach: 182.6k
	AGM	Promotion of trophy winners and news from the AGM	12 May onwards	National agri media plus local press	13 May 2019	Focus was on levy: Reach: 126.8K
	CPA video launch	Promotion of the video recorded with the CPA	23 May 2019	National agri press	23 May 2019	Reach: 11.5k
June	Comps Day	Press release promoting the full weekend of comps and possible invite to attend (TBC)	mid-June	Agri press and regional	18 June 2019	Reach: 75,665

July	Comps weekend	Local press work following on from JMOTY	TBC	Agri press		
September	Succession	Succession training module		Agri press	5 Sept 2019	Reach: 357,641
	Malvern Show	Jean Christophe Novelli judging at show		National and local media	25 September 2019	Reach: 39,056
	NYFW	Mark Spencer messages for NYFW		National and Local media	30 September 2019	Reach: 182,333
October	Defra	Future Farming – Defra events			20 October 2019	Reach 22,960
November	#Iwill campaign and tree planting	Release about YFCs planting trees across England and Wales		National media – and localised releases		
	Stockjudging results	EWf stockjudging finals – mention Rutland.	16-17 November	Agri press and local media		
December	YFC Travel	Successful applicants	Dates TBC	Possibly national agri media		

NYFW

Twitter highlights

- Reach on Twitter 1.33m – increase of 280,000 reach on 2018
- Impressions – 4.52m (increase of more than 1m)
- Top post – Gareth Wyn Jones' video (more than 25k+ impressions)
- Hashtag reach – 662k / 2.63m impressions (100k down in previous year)

Facebook highlights

- Reach on Facebook 103k – completely organic (compared with 148k in 2018 – included paid-for advertising)

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- Post engagement is up by 55% for the campaign
- Video viewings were down by 50% (but a key video formed part of an advertising campaign in 2018)
- Top video was Aylesbury YFC
- Top post overall was the Cookery Meme – 26.3k reach

Instagram highlights

- Overall reach on Instagram for the week was 6,648 and 309,184 impressions. We also had more than 1500 profile visits during the campaign.
- Most reached post – Gower YFC's Meme 5k+ (most seen was the Cookery Meme)
- Stories averaged at around 1500 viewings
- Question prompts on Stories were successful – more than 10 answers each time.

Press Activity

- A piece in Farmers Guardian on 4 October – David Goodwin
- A piece on Mark Spencer in FW on 30 Sept
- Case studies ran online on FW website throughout the week
- Local press cuttings – used Mark Spencer release
- Local press work by YFCs (radio interviews)
- Cuttings reach: 460k (increase of 33% on 2018).

5.1.2 Successes and where to improve

What worked

- Toolkits – we saw more posts using the graphics and more clubs planning activities

CL – How did SG find Toolkit

CB – Gloucs YFC used Toolkit

CL – Tool kit sent to County Offices 1 month before NYFW

CL – Showed E&M SG Toolkit

EB – Yorkshire used Toolkit, was useful

EM – NYFW is low priority for new club officers in post

CL – NYFW was later last year

JCE – Needs to go to club committees to suggest better date

CB – If we moved to August outgoing chair is unlikely to engage

- Lincolnshire is a great example of a County that used the week for their own gain
- More clubs/counties got involved – and mainly on Instagram
- Instagram posts from Counties/clubs were up by 50%
- Sponsors Kuhn and BASC used the week successfully
- YFC Memes - Total reach of Memes during the week on Facebook was more than 80k+

CL – YFC memes really successful – Receive around 20 entries

CL – Memes had good reaction. Total reach on FB 80k

What didn't work

- Press activity was very low key — need a story
- Not as many industry partners got involved. Nothing from the NFU (although local groups supported)
- We didn't have a 'key video' or focus for the week
- #GiveitSomeYFCWelly could work harder – especially now it's been introduced
- FCN competition

Recommendations

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- Need a focus for 2020 – set some key objectives
- Launch competition and toolkit earlier for clubs
- More reminders for clubs in the build up
- Think about the press story

KH – Ideas for 2020 need to be brought back in February

KH – Malvern Show want to work with us more

CL – Meme and selfie comp worked well. Need to be funny to increase engagement

Ideas for 2020

CG – Use TickTock

CL – TickTock is one of the fastest growing channels

HGC – Wouldn't adding an app add a layer of complexity and put people off?

CG – Idea of song/Video could incorporate YFC members. Would not be able to use existing music for this due to copyright

RT – Could get 3 videos that members could choose from for video comp

EM – Song comp that has YFC put into it

CL – Will go away and find out more about copyright

5.2 – Comms update for remainder of 2019 (in 5.1)

5.2.2 The Buzz

JCE - Reminded E&M of The Buzz schedule

5.2.3 - Club Officers Newsletter

CB – Club officers newsletter is good

EB – Needs to go to County officers too

EM – Newsletter not yet sent around Cumbria. Will read in Dec/Jan

JCE – Next newsletter going out in December to prepare for Christmas and in January to prepare for comps

6 – Recruitment and Retention

JCE – Membership numbers (as below)

- 10 – 26 Membership down 10.1%
- Associate membership down nearly 30%
- Overall down 11%

JCE – Breakdown of membership sent around counties

JCE – Board feel we need to aim for membership increase. To recover to 2018 each club needs to recruit additional 4 members. 5 members per club would give membership increase. This number excludes Associate members.

Associate membership is only 4.1% of membership

JCE – Current membership breakdown

- 10 – 16 = 30%
- 17 – 21 = 38%
- 22 – 26 = 27%
- 27+ = 4%

JCE – Increase in subscription will mean it's £28.78 per member (based of Yorkshire's amendment) if membership levels stay the same. Will be £25 if we increase membership by 4 per club

JCE – Subscription policy can only be changed by Council. Clubs and Counties cannot change this policy directly

LW – Can we push an increase in membership award to awards night?

CB – Would help membership push if clubs recognized on social media

JCE - C O Newsletter could be key to recruitment drive. Clubs should also use The Source to help recruit

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7 – Ski Trip 2020

KH – Feedback says members want to be fed on Ski Trip and 2020 trip will do this

KH - Got all members to share Ski Trip on Facebook

JCE – Still nearly 100 places left on Ski Trip but most sales are usually last minute

JCE – Remind members that trip starts at Geneva Airport and members have to make their own way there

KH – NUCO have Farmers ski trip which is not connected to YFC

8 – YFC Awards Event

KH – James Poulton came up with list of categories

- Senior Member of the Year
- Junior Member of the Year
- County Organiser of the Year
- County Training
- Mental Health Charity
- Top County Chair
- Champion of Industry
- Employer of the Year

KH- Would need to get to get sponsors on board. Would be good to launch at NYFW 2020

EM – Could be based on Northern Farmer Awards

JCE – We would need to build “brand” of YF awards first

CG – Good idea to start in YFC’s 90th year

CG – SMOY could create video at events about what they do

KH – Employer of the Year – Change name to YFC Member Employer of the Year

KH – Scrap Top County Chair award

KH – New awards

- Club of the Year
- County of the Year

EM – New Award “YFC Unsung Hero of the Year”

EB – Mental Health Charity could be County that has done the most to support members

EM – New award Club/County/Individual who has greatest contribution to their local community

EB – Call it Community Spirit award

KH – Scrap County Training award

LW – Only Non officers can enter Unsung Heroes award

KH – Criteria will have to be decided on between now and February

KH – Final list of awards

- Club of the Year
- YFC Employer of the Year
- Unsung Hero
- Community Spirit award
- County of the Year

EB – Launch awards categories at AGM

JCE – End of July to select winners

Not on Agenda – Young Farmers Festival

JCE – KH & JCE went to site (near Stoneleigh Park). JCE pushed that 50% of people going will not be YFC members

KH – Confirmed we are only “Brand Partner” of Young Farmers festival

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KH – Organizers of Y F Festival have been to Herefordshire, Gloucestershire and Worcestershire

JCE – Price of tickets are £125

JCE – Y F Festival seem to have a large budget for this event

KH – Y F Festival not expected to make a profit for 5 years

JCE – Y F Festival – 3 day music festival, 60 acts, 3 stages

LW – 3 stages will not be large enough

HGC – Nobody knows much about the YFC fest. Nobody knows who is performing

JCE – Y F Fest have been invoiced £5000 by NfyFC for banners in YFC Buzz and social media

CG – Branding from Y F Festival not very good and unclear who this is aimed at



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DIY AGM

KH – Had meeting with John Houseman (organizer of DIY AGM)

KH – He didn't seem to grasp his responsibilities. If there are any issue it will come back on him

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CG – Event was centered around Revolution in Blackpool. They need to take responsibility
JCE – John Houseman wouldn't work with NFYFC or Y F Festival

9 - Feedback

None

10. Date of next meeting

Saturday 15 February 2020

11. Any other business

GM – From comps SG – Opportunity at external shows (Malvern, Great Yorkshire, Tenbury) to have a YFC stand. A small gazebo to market YFC

LW – This is a good idea having been to these shows

GM – Option to bring club shop supplies

CG – This need to be run from county federations

GM – This should be run from E&M SG

KH – This is a missed opportunity and should be fed to areas

GM – We are looking for stewards at the English Winter Fair in Staffs on 16th & 17th November

COUNCIL TO NOTE

- National Finals – Have a club/County stand at the Nationals Finals relevant to that area's county
- Ski trip 2020 Argentiere, France, Base price £724
- Communications (JCE Insert Comms Figures)

COUNCIL TO APPROVE

- YFC Awards – Suggested Awards
 - Club of the Year
 - County of the Year
 - YFC Member Employer of the Year
 - Unsung Hero of the Year
 - Community Spirit Award
- Membership Increase – Aim to increase each YFC Club by 5 members (JCE to insert figures)

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