



COMMITTEE: Nigel Cheetham, Paul James, Rob Hart, Bob Parfitt, Tony Frankland and Fiona Forbes

CHAIR: Duncan Forbes

DATE: 07/11/16

KEY PROJECTS:

- 1. Improve the level of communication within the club to create a greater awareness of the clubs activities and that of the individual committees.**
- 2. Promote the club and its activities to the wider public.**
- 3. Establish a strong brand image and a consistent message about what the club stands for.**
- 4. Widen the network of people we can reach to promote the club and its activities.**
- 5. Give greater profile to our charitable activities.**

UPDATES SINCE LAST REPORT:

- A number of posts have put on the website promoting the Purple4Polio campaign and the Poppy collection plus various club activities.
- These posts have been coupled with Facebook promotions with 1,416 views for the Polio campaign and 2,213 views, still rising, for the Poppy campaign.
- We are working on a suite of signage and other promotional material for use at external club events to give the club a strong image and differentiate us from the mother club. We will be preparing a budget for this material for approval by the club plus consideration is being given to running an event to raise money to underwrite this cost.
- We are developing the concept "Friends of Wellingborough Hatton" by creating a email list of people who are associated with the club who will receive information placed on the Website and Facebook by email.
- We have published, along with the information mentioned above; on Facebook the amount raised from the Polio campaign and will do the same for the Poppy appeal.
- The team is developing its plans for a promotional event in September 17.

RESOURCES / SUPPORT REQUIRED:

- The continued support of the club in providing information for use on the website and Facebook including photographs particularly Denis Randal's contribution.
- Please visit the Facebook page as well as the website this will help raise the profile of the club on Facebook and frequently there are different posts on the Facebook page.
- The ongoing support of the members of the wider IT and Comms team particularly the invisible member of the team, Fiona Forbes who implements the technical changes to the website without her continued support the website could not function.