

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

CHAIR: Duncan Forbes

DATE: 10/01/17

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:

- We supported the Santa Sleigh collection with a series of posts on Facebook and the Website. We succeeded in achieving 8,203 views on Facebook which we hope helped boost the amount collected and without doubt increased the awareness in the community.
- 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.
- The team is developing plans in support of Tony Frankland's membership initiative of the 5 Parks Walk.
- Unfortunately we have not moved these issues forward in the month due to low attendance at the last Committee meeting.
- We have put forward the website for consideration for the District Award for the best website.

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.
- So far only 2 reports are being uploaded to the website. This facility was requested by the council and some effort was put in my by daughter to create this function. It is in the interests of the club these are transparent. Please make sure reports are uploaded in the standard template.
- 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.