CHAIRMAN: Duncan Forbes   VICE CHAIRMAN: Rob Hart

COMMITTEE: IT and Communications

COUNCIL MEETING DATE: 14th February

KEY PROJECTS:

- Improve the level of communication within the club to create a greater awareness of the clubs activities and that of the individual committees.

- Promote the club and its activities to the wider public.

- Establish a strong brand image and a consistent message about what the club stands for.

- Widen the network of people we can reach to promote the club and its activities.

- Give greater profile to our charitable activities.

UPDATES SINCE LAST REPORT:

- 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.

- The team is developing plans in support of Tony Frankland's membership initiative of the Hatton Rotary Park 5 (HRP5) walk.

- We have put forward the website for consideration for the District Award for the best website.

- Dave Smith attended our last meeting to commence developing our thoughts on how we can support the Family Fun Day Event (FFD). We have also been invited to the next FFD meeting.

- We would like the Club to approve an alternative logo aimed at emphasising the word Hatton in an attempt to differentiate ourselves from the Mother Club see attached,

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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.