

CHAIRMAN: Duncan Forbes

VICE CHAIRMAN: Rob Hart

COMMITTEE: IT AND COMMUNICATIONS

COUNCIL MEETING DATE: 16TH MAY 2017

REPORT TO THE AGM MAY 2017

At the beginning of our second year we set out our aims and objectives at last year's Club Assembly as below we have also given an update on the progress we have made on each topic.

It is important to remember the work in communications is charting new territory for the club and consequently takes longer to develop.

The team may have started the year slowly however we have picked up momentum and I am lucky to have such a committed group to work with all of which contributed to our achievements in the year. Furthermore we are also working closely with Tony Frankland to support both the goals of Membership and Communications.

Aims and Objectives

Activities Through Year

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

Transfer all the information in the "Blue Book" to the Diary on the Website and including a booking mechanism

This idea was differed given the issues with adoption of the diary system for the club.

Modify the Website so that minutes and reports are available to all members

This has been designed and implemented although some Chairmen still seem to have difficulties in uploading reports.

Forge better links with district and RIBI via social media and online presence

Very little progress has been made with this initiative.

Promote the club and its activities to the wider public.

Promote and raise the profile of the events the club runs events in Wellingborough

We contributed to the success of the Santa Sleigh collection through and active campaign run through Facebook.

The team are currently heavily engaged in the promotion of the Family Fun Day working to a co-ordinated communication plan.

Continue to Develop our Website and Facebook presence on the internet

Good progress has been made with this objective we have merged the 2 Facebook pages we

Continue to encourage members of the public to come to any social club nights

continue to post regularly and as a consequence we have good contacts and expanded our online presence which we expect will continue to pick up momentum.

Develop new ideas on how we can engage with the local community

This is a wider issue for the club to address.

We have been using Facebook to engage and now have over 330 following us but more needs to be done to turn the club into an outward facing organisation.

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

Develop a suite of standard club signage to be used at all events

Design a and procure a gazebo in the Club colours (Blue and Gold) for use at events

We are pleased the club has agreed to the purchase of some key promotional items which will help to increase our profile at any events we run.

Make sure members wear Club Badges at any events run by the club.

We decided that club members may not be keen to adopt this idea.

Provide car stickers promoting the club for members cars

This idea was abandoned as not relevant

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

Expand the "Friends of Hatton Rotary" concept to attract a group of people who have a direct relationship with the club.

Little progress has been made and will be something we will develop during next year.

Define on the Website what it means to be a Friend of Wellingborough

Develop the mail shot model considering options such as MialChimp.

Give greater profile to our charitable activities.

Work harder at promoting our success through Facebook and the Website

We have always posted our successes on Facebook and had positive responses in the number of view we have had .