

CHAIRMAN: Duncan Forbes

COMMITTEE: IT and Communications **COUNCIL MEETING DATE:** 21st May 2019

MEMBERS: Nigel Cheetham, Paul James, Tony Frankland

KEY PROJECTS:

- Refresh the website.
- In conjunction with Tony Frankland to promote new membership.
- Develop new communication routes with Friends of Hatton.
- Create a higher profile on Facebook.
- Design and develop new signage to promote the club is ongoing.
- Promote all events listed plus new projects using a range of communication tools.

UPDATES SINCE LAST REPORT:

- We have now designed and purchased (£155.98) 2 new roller banners which for those of you who assisted will have seen them at the Weandel walk.
- I provided full promotional support to the quiz night and Italian evening with Facebook Posters Flyers and Kelly Dunkley supported this work with graphic designs.
- We supported the Waendel walk with Kelly Dunkley providing Graphic design for the Simba Trail booklet which included advertising for the club. We put up and took down the banners gazebo feather flags and pull ups to create an impact and raise the profile of the club which we successfully did. Help with organisation and implementation for a collection for the Invest in Isebrook initiative which was impacted badly by the poor weather encountered on the day.
- I have set up a Just Giving account to facilitate sponsorship donations for the Euro Banger Rally 19 and for the use by the club for other situations where we are seeking donations online.
- Assisted David with the Gift Aid application which is now in place and waiting approval this will enable us to recover aid on the Euro Banger Rally 19 but historically as back far as I believe 2 years.
- I have worked with Kelly Dunkley to redesign the Family Fun Day Banners to accommodate the sponsors for the event and a different size. Thanks go to John Rowlett for persuading York Ward and Rowlett, Higgins and Longmarsh to contribute £100 each which will fund the banners.
- I have purchased the banners (£280.80) which unfortunately had to be smaller than last year as despite booking the exclusive use of the banner sites last September it transpired the council had not recorded this and double booked the sites.
I put these up last Friday evening with the help of Tony Frankland and I think the new design looks quite striking.



- I am organising the printing by my company of 1500 FFD flyers for distribution on Saturday and big thanks to all of you who offered to help and to Nigel C for persuading Swansgate to let us base ourselves inside at a prime location.
- We will be there at the FFD on 1st with banners gazebo feather flags pull up banners and posters.
- Advertised the FFD to stall holders to come to the FFD and had a significant number respond which have been passed to David.
- I have designed a printed a number of posters in support of the Euro Banger rally 19
- I have set up the Team Page on the just giving site which included information about the cause we are raising money for and some imagery.
- Provide club members with a draft email to use to spread the word about the Euro Banger Rally and encourage friends to contribute through Just Giving.
- Numerous posts on Facebook one of which successfully encouraged someone to ask to join club which I am particularly pleased about.
- Plus keeping the website up to date with the programme changes and new events.
- As there has been so much going on we have put on the back burner the re design of the web site home page this will be project

SUPPORT REQUIRED:

- Spread the word by promoting the Euro Banger Rally by using the draft email circulated to all members.
- **Please use the website to showcase activities and not send all member emails with the pictures. This undermines the purpose of the website.**
- Please remember the invaluable support Fiona Forbes and Kelly Dunkley provides.