



**CHAIRMAN:** Duncan Forbes

**COMMITTEE:** IT and Communications      **AGM :** 28th May 2019

**MEMBERS:** Nigel Cheetham, Paul James, Tony Frankland (Associates Kelly Dunkley Fiona Forbes)

**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.

**REPORT YEAR TO DATE:**

**Refresh the Website**

- Little progress has been made with this due to the sheer volume of competing priorities through the year.
- Continuous maintenance of the website with numerous posts and continual updates.
- Provided website support for members of the club.

**Promote New Membership**

- Continue to ensure all promotions have the call to arms on;  
Join Us  
Have Fun  
Get Involved  
Make A Difference  
Is on all promotions
- Used Facebook to encourage new membership and I believe we have one now possible member as a result.
- During the Year We have worked closely With Tony Frankland with the aim to support membership. Supported and helped develop Friends of Hatton which is still evolving and indeed introduced 4 new Friends.
- Friends are made aware of all Latest News and Facebook posts. Direct Communication is used to communicate key dates and events and they have access to our diary via the public side of the website.

**Increase Profile on Facebook**

- We now have 657 followers on Facebook
- Routinely we are reaching thousands and recently topped 7000 of people through this media.



### Design and Develop New Signage

- Designed and purchased new pull up banners.
- With the help of Kelly Dunkley (Graphic Designer) and Robin Leeper from my company produced large scale posters to promote the club and events.
- We now have a collection of branded items which make a real statement when we are public facing. The fellowship Walk promotion was probable the highest standard we have achieved thus far.
- Put up and take down all signage used at events.

### Promote Events

- British Legion Collection promotion posters and Facebook
- A heavy promotion on Facebook
- 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.
- I have worked with Kelly Dunkley to redesign the Family Fun Day Banners to accommodate the sponsors for the event and a different size.
- I have purchased the banners (£280.80) from company sponsorship thanks to John Rowlett
- Organised the printin of 2000 FFD flyers for distribution
- We will be there at the FFD on 1<sup>st</sup> 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.
- Plus keeping the website up to date with the programme changes and new events.
- 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.