

# Minutes

## Events and Communications meeting - Friday 16 September 2016 Warnham Parish Room

**In attendance:** Matthew Jones (MJ) David Kirkcaldy (DK) Sue Gadd (SG) Steph Pendlebury (SP) Richard Pendlebury (RP) Graham Hills (GH) Moya Hills (MH) Sandra Alford (SA) Alison Everett (AE) Hamish MacNaughton (HMcn) Kathy Howard (KH) Jason Crouch (JC)

**Apologies:** Mary Burr (MB) John Norris (JN) Mandie Merlin (MM) Mandy Rogers (AR) Erica Pritchard (EP) Marion Hollands (MH) Jo Worsley (JW)

Alison welcomed everyone to the first Events and Communications meeting she was chairing as team leader and made sure everyone knew each other.

### Matters arising from minutes 10 June 2016:

Welcome to SCACR - little blue membership book

New members should get these books with a certificate when joining SCACR but they have been out of print for some time. HMcn & JN have taken the book to their learners and said it was well liked. Important to find out what is the easiest format to keep up to date if and when needed. JC suggested QR code on the back page to scan would take you to SCACR website to see latest information – good idea. Important to use font easy to read by dyslexic members ie Arial or Calibri - SP. DK warned it was already crammed with info and small margins - last updated by KH. Everyone agreed it would be good to have tick boxes 'been on an outing' 'rung at a different tower, in a different district' etc. SA/KH to check with RSA in Horsham about printing costs and take forward.

### Communications & Events survey

RP proposed the need for a survey to discover: a) preferences for how and when to receive information from association (newsletters vs. website, emails, social media). Essentially how to separate the keen members from those who are not. If anyone feels overwhelmed with messages they will either ignore/delete them, or unsubscribe. Meanwhile some ringers would prefer to receive weekly/fortnightly update mails? Discussed at last meeting 10/06/16 however training needs survey produced a disappointing 80 out of 1300 responses! Nobody knows what reaches all ringers. 1000 email addresses split by Districts, if graphics downloaded this means half the emails are opened. Emails have to be short and sharp, suggested a Communications Survey to all to find out what kind of communications wanted and how often. Many different levels of interest across the Association. *Agreed a team of 2/3 to set up survey RP/SP/JC*

### Report and matters arising from events

#### Press releases/contacts - JC

Heritage Open Days was a successful profile raising exercise - collaboration between Central Council and HOD's. Coordinated national media coverage weekend before HOD's by CC PRO Kate Flavell incl local Young Ringer on Radio 5. All agreed it would be good to keep the momentum going with a short well-worded local press release eg 'We opened our tower for HOD's and would still like you to come and visit...' Agreed SCACR needs centralised list of local media. JC asked if all tower correspondents could be asked to find out what their local publications are which areas they cover area suggested comms along the lines of: 'If anything is happening in your tower please let the local papers know', encourage people to submit more information as they have local knowledge. Suggest to TC's we would like them to send us a list of local

publications in their area and why. However, many tower correspondents do not reply to email. DK emphasised importance of avoiding the word 'should', suggest you can offer, be careful not to put them off. JC suggested each person needs access to update centralised press information. MJ comments re focus on quality of press releases issued and target what goes where. Questionnaire good idea to find out what is relevant. DK : locally we know what works best and would know the person to go to but they change too. Free papers are now glossy magazines, clubs & socs in all of them why not bell-ringing in every one too.

Moving forward might need more than one person collating information. Can also use social media to collate info. Need a formal Communications Strategy the HOD's highlights this, how do we manage communications to our benefit. Look at what we are trying to get out of it and going to do in the future. JC we need to get the right messages to all media. *JC to draft Communications Strategy and propose a 'customer journey workshop'.*

### **SCACR article on website for newcomers following recent publicity wanting to know how to learn**

New website has pages planned on how to get started in ringing etc MJ/RP. DK mentioned lead from CC website to SCACR who does what AE has checked and Sec details need revising, will update CC webmaster. Anne Franklin has agreed to write article for potential learners visiting site - AE

### **Newsletters - District news and secretaries**

District newsletters generally intended to go out every four months with interim dates page every two months in North and West. All secretaries receive each District's newsletter to encourage sharing information re events practices and training. Two Districts need more support for events the secretaries organise – SA meeting with all to look at uniform approach and support. HMcn when planning interim 'What's on' newsletter page looks at SCACR website calendar for all Districts and posts training events.

### **Soundbow – KH**

The next Soundbow publication deadline is end Sept which then comes out beginning November. DK - members do not understand the difference, remember to tell everyone. How about a free copy for each new member. GH suggested certificates to new members be given at ADM's. SP sends welcome letter with certificate. SA working with District Secretaries trying to get sec role profile together. DK not uniform experience by all bell-ringers. Lot of negativity. Need to give new ringers a better experience. Summary SP suggested in survey action to share with secs . *SP action work on this.*

### **Website – RP**

a) brief demo of new site; b) request for specific inputs from the team; c) request for team to review site after meeting and feedback; d) newsletters on website? e) photos for website

Website RP and MJ have spent a lot of time developing new website, hoping to launch end of Oct depending on a few issues, need specific input from wider SCACR team. RP will send out for the team to review and respond with constructive feedback. MJ gave demonstration centred on phone location search by practice night. Phone numbers currently not shown on website, JC suggested one central number with added digits on end for separate towers. SA asked cost. *JC to find out.* JC asked for export to current calendar *MJ would look at.* Look at downloadable newsletters redactable docs in that case. Meeting minutes suggested as a lot of members do not know what goes on at meetings.

### **Emails-RP/GH**

Emails – there are currently technical problems sending out emails however a new host provider has been secured and hopefully running in next few days which should overcome these issues. RP can check if people are subscribed, please let him know. HMc asked about West events sheet as due to go out in next few days *RP to test*.

### **Social media (facebook and twitter) - AE/SP**

RP explained difference between FB SCACR group - open forum post as individual, whereas facebook page is a profile for an organisation official, selected numbers will have access.

### **Forthcoming events**

Barn Dance Saturday 29th October 2016 Rawson Hall, Bolney calling by Touchstone, hot supper included provided by Steyning ringers. Posters distributed to all, have been sent by email out to all, not specifically to tower correspondents. SG has given BACS details to AE, or cash, agreed money upfront, ticket is receipt, no pay no ticket. AE keeping track of numbers, need to sell min 50 max 80.

**DK new members event** – came from a review on how the association is post Vision and to try and break through how we get to our new members. DK informed the meeting he is planning an event at Shipley on Sat 28 January 2017, format to be agreed but not District led. New members will be invited and can bring a friend. Aimed at people who are learning, been ringing in first few years. All agreed a ground floor ring would be a good idea. SG said the more events that are open to anyone, we have a better chance of getting gift aid case, helps for evidence.

### **PR Matters Wellesbourne Saturday 25/2/17 - AE/SA**

This clashes with East ADM. AE has booked a ticket, would like to know if anyone else interested. Places on a first come, first served basis. 50/55 tickets available to incl interested PRO's from main Guilds.

### **Pulling together Saturday 1/10/16 Southwark - AE/SA**

Arranged by Chris Mew, Chairman CC to try and encourage communication up and down CC. 5 SCACR members attending.

### **AOB**

### **Who does what: Association Teams/Communications and Events Team**

[http://www.scacr.org/images/idoblog/upload/74/Appendix\\_to\\_Rules\\_Officers\\_Teams\\_Guidance\\_Note\\_July\\_2014.pdf](http://www.scacr.org/images/idoblog/upload/74/Appendix_to_Rules_Officers_Teams_Guidance_Note_July_2014.pdf) AE keen for clarification on roles within team. RP said this document is a starting framework. Part of the strategy eg proofread everything. Long emails the Info buried in last sentence want links not attachments

**Mission statement** - RP mentioned several other ringing organisations (including CC) have a mission statement. This could be clearly displayed on the homepage. Does Sussex wish to create a mission statement for review/approval by General committee? Wording/message could probably be found within the already-approved rules. Discuss. *All to look around*

KH/DK compiling a spreadsheet containing local information (eg. Parking, toilets, hall etc) for all Sussex towers.

SG would like to create budgets within each Team, she would like to take to March GCM. Think about spending costs for future projects.

**Date of next meeting**

Eastern District, possibly another day of the week as some cannot ever attend Friday. 5th December possible. Ashburnham Church Hall MJ will book. AE to send out google form to find out most suitable day/date.