

MINUTES OF A MARKETING AND MEDIA COMMITTEE MEETING OF
LANCASHIRE CRFU HELD ON TUESDAY 24TH NOVEMBER 2015 AT
CLOVEMEAD LTD, OFFICE, WARRINGTON

Present :- Peter Saunders (PS), Stuart Kohler (SK), Peter Elliott (PE),
David Herriman (DH) .

In Attendance, Michelle Levesley

Apologies, Kate Bennetta, Malcolm Worsley, Tom Fitzgerald.

1. Website. PS welcomed ML to the meeting and outlined the progress made with the Website. We had made a low key launch in the middle of October as we needed to get feed back from the Board, Key Club members and our Professional Staff this due to little input from anyone other than PS,PE and SK with DH chasing people for information. We had gone live with information on County Squads, County contact Details, Online Shop, County Age Grade Rugby reports and Event Diary and links provided by the R FU to the GMSystem for Club Finder, Fixtures and Results. There were omissions which need to be rectified and a program of development led by PE which is very much a learning curve for him and Mat the IT Mgr at PS company who had agreed to assist us as a volunteer.

ML suggested that a full launch date be set, after faults and omissions had been identified and corrected to then allow us to use the website as a vehicle to attract and raise money by sponsorship, with a clear Brand identification and digital strategy, good news items in particular Volunteer success which would attract Ethical Sponsors And Local Authorities to become partners in an all inclusive County wide game.

2. Lancashire CRFU Brand Guidelines/Messaging.

Once agreed the Brand Guidelines should be issued to all County Officials to help communicate what Lancashire CRFU represents and its role in the future, examples of the “Rugby Family” stories highlighting our mission and value to the community, this needs to be in place by the end of January 2016.

A Digital Strategy Plan developed to assist with the launch of the completed Website in May 2016 to co-inside with the Counties push to encourage spectator involvement with the U20’s World Championship held in Manchester in June 2016. Create a Digital Social Media plan to capitalise on the opportunity presented. Tweak and refine contents of the website re-align messages and imagery with new Brand Guidelines. Creative use of Social media to reinforce our Brand image, demonstrate the work undertaken by the County to develop Rugby Union to grow value for potential sponsorship and partnership opportunities, ML to draft mission, vision and values for a meeting in early February.

2.

3. Annual Awards Dinner.

Planning of the Awards Dinner needs to be looked at although it is six months away. Venue has been booked, PGH Friday 10th June 2016, the President to be reminded that he would attempt to find a good Rugby Speaker. Tables to be advertised to be sold to Clubs a strong suggestion from SK and PS that we could add the Volunteer Awards dinner to increase the numbers, DH felt that the Volunteer Dinners were a special event and would detract from the significance of the night that we celebrate there involvement. This to be discussed at the next C&CR Meeting.

4. County Ball.

KB and CB have suggested that a Summer Ball should be held, it will be organised at a venue in Manchester, approval in principle was given with a suggestion that it be held in the early part of next season.

5. Limited Addition Print.

PE has commissioned a painting to be the cover for all our County Match Programs, which has created some interest with people asking is it available for purchase. He has discussed this with the artist and his gallery and they are happy to provide a limited addition of this painting for purchase whilst this would not generate a huge profit to the County it was felt worthwhile PE has cleared with SB how the payment transaction will be done.