



Meeting of the Marketing & Commercial Sub Group on Tuesday 3 July 2018
via GoTo Meeting

Circulation: M&C Sub Group, Working Group Lead, Hub Team

Members Present	Titles
Ian Wall [IW]	Independent Director for Marketing and Commercial
Simon Griffiths [SG]	PR and Communications Director
Stewart Dunne [SD]	Chief Operating Officer
Michael Hallam [MH]	Marketing and Communications Coordinator

Minutes prepared by: Michael Hallam

Apologies for absence – Janet Inman

1030 M&C/17-18/01 Welcome and apologies

1.1 Opening of the meeting

IW opened the meeting by welcoming everybody.

M&C/17-18/02 Matters arising from last meeting

2.1 Error on previous minutes

IW highlighted that on the minutes of the previous meeting it said the group met at Loughborough, when in fact, it was a GoTo Meeting.

Action: MH to amend previous minutes and upload to the website.

2.2 Individual membership

IW is still waiting on a paper about how an individual membership was implemented in boxing. IW will revisit his membership proposal for volleyball once he has the paper.

2.3 Regalia sales and sale of old stock

Project Team Delivery Officer Nick Boyes has now completed a re-organisation of the stock cupboard. SD will now discuss with Nick what can be made available for sale or dispose of.

Action: SD to speak with NB and go through the old stock.



2.4 Workshops

The group agreed that the idea to offer professional workshops to the membership is still an idea worth pursuing. MH explained that he has discussed doing a live streaming workshop with Alex Porter. However, Alex has a lot of family commitments at this time so is unavailable to help. MH is to revisit this with Alex later in the year.

Action: MH to plan to speak to Alex Porter later in the year.

2.5 Review on cup final

The group agreed they were happy with the review of the Cup Finals.

2.5 Website

Plans to redevelop the website are still on hold until the results of the Club Survey can be utilised to gain insight. SD explained that a new website will need to incorporate other elements including a CRM piece. A shared services project to develop something with other sports is still ongoing.

M&C/17-18/03

Commercial update

3.1 Itsu

SD explained that MH is working with Itsu to support their latest healthy eating campaign. SG said it would be a good idea for MH to produce some content for the Volleyball England website around the same theme and see if Itsu would share it. It was commented that being able to further support our partners is a real positive.

3.2 ISC

SD explained that a deal with International Sports Consulting, an agency which wants to work with Volleyball England to build our commerciality, has been agreed. There have been potential partnerships already which have not been the right fit for Volleyball England but the early signs are positive. SD and IW are to have initial review with ISC in next couple of months.

3.3 Kit supply

SD told the group that he will be signing a deal with Kit Locker to provide kit. Members will be able to access a discount on certain branded and non-branded items. As Kit Locker do not have a partnership with Mizuno, referee kit and other Mizuno items will not be discounted for the members,



Action: SD to sign deal with Kit Locker.

M&C/17-18/04

Marketing and communications update

4.1 Stats

MH explained that the social media stats continue to grow. Facebook is now over 11,000 likes, while Twitter has risen to 11,800 followers.

Due to the new GDPR rules, the 'Time Out' newsletter mailing list had to be deleted and people asked to re-subscribe. This has seen the mailing list reduced to 1,503 subscribers. Despite the loss of thousands of subscribers, this has many positive outcomes as the former list had many defunct addresses so was not a true reflection of how many people the newsletter was reaching. With a smaller subscriber base, the open rate percentages have soared so the new audience is much more engaged. MH to continue to promote newsletter sign up.

MH is to produce a communications report for the board meeting ahead of the AGM.

Action: MH to produce report and pass to SG.

4.2 Current campaigns

MH told the group that the current campaign to get club secretaries to complete the Club Survey 2018 has been a success. A series of content was produced to promote the survey and the general theme of 'we're listening' to the membership. He also reported direct email communication with secretaries of reminders about the survey was very successful in driving responses. There was always a spike in completed surveys following an email correspondence. He thinks this type of communication should be planned into future campaigns. The final result saw over 100 clubs complete the survey. The next step is to gain an insight from the research and communicate the next steps to the membership so they know the survey is worthwhile and how it will inspire change.

4.3 Forward planning

MH explained the next focus for him is the launch of membership affiliations for the 2018-19 season. He is working with Core Market Co-ordinator Rob Payne to develop the communications around the launch. SG recommended developing a bundle of content assets around the launch and MH agreed and explained he has a list of content including '9 reasons to affiliate to Volleyball England'.



M&C/16-17/05

M&C Group

5.1 Are we spending our time wisely?

SG wanted to review how the M&C group is working and whether it is achieving the results it wants. He questioned whether its approach was too scattered and whether it had a clear set of goals. IW said the target of the group was to help the organisation become more financially stable and generate new revenue streams. SD explained that JI is writing a business plan which would help the group define what it is aiming to achieve. SG suggested the group needs a document to clearly define what the group is doing and set out measurable goals. It was agreed this is a good idea. IW is to put this document together.

Action: IW to draft M&C group's strategy document for next meeting.

M&C/16-17/06

Sports Objective Discussion

6.1 Being part of Sports Objective

IW explained that Volleyball England has been given the opportunity to be part of Sports Objective which is run by the British Olympic Association and helps sports develop their commerciality. SD commented that there is a cost to being involved in the group which makes it out of reach for VE. IW agreed that it was not suitable for VE but wanted to ensure it was discussed openly.

M&C/16-17/07

Outbound sponsorship proposals

7.1 Approaching sponsors

IW said he thought it was important to back up the work being done by the agency ISC by approaching sponsors directly. He presented his paper which he had written about the best method for us to develop our own outbound sponsorship proposals.

SD explained that there currently is a review happening being conducted by Sport England's partner of all of Volleyball England's products. The review will assess which products have a commercial value so we can look at how we develop and market these products. This research will help us in approaching sponsors.

In terms of approaching potential sponsors, SG believes that there is little point in cold calling companies. He said that he thinks it is important to develop commercially packaged services in what VE offers that will generate revenue from the members using the services and be attractive to commercial partners.



SD said that he believes it is important that any approaches to potential sponsors are aimed at companies at the right tier. He thinks that approaching large companies will be a waste of effort as volleyball in England will not have a large enough audience for what they are aiming for in their advertising.

Action: SD to take IW's paper so it can be taken into consideration during the writing of the business plan.

M&C/16-17/06

Club/team fee proposal

8.1 Fee per team

IW presented his idea to introduce a membership fee which is charged per team and not per club. He explained that currently the way club affiliation works is that each club pays one set fee, whether they have one or multiple teams. He thinks charge a fee per team at each club could generate double the amount of revenue currently generated that could be reinvested into the sport.

SG raised concerns about this as this cause affiliation fees to rocket for clubs with lots of teams and would alienate them into questioning whether membership is actually worth it. He would prefer to adopt the strategy of adding value to what Volleyball England currently offers as way of generating more money. By developing better services and products that the membership want to purchase, VE will be giving better customer service and building revenue. MH and SD agreed.

M&C/16-17/06

AOB

8.1 Need for M&C presence in other working groups

SG expressed that he thinks it is important the M&C group does not work in isolation. He suggested that it would be a good idea for the M&C group to have a presence in some of the other working groups to see how the customer message is being delivered and explore any other commercial opportunities. SG is to attend next meetings of the Core Market Sub Group and Tech and Talent Group.

Action: SG to attend next sub group meetings and report back.

8.2 AGM

SG asked whether the AGM could be used as an opportunity to engage with the membership and help in VE's drive to be more customer focused.

SD explained that the agenda has been set for this year and there are have been no resolutions put forward by the membership. He agreed that the AGM could be used more



as an opportunity for customer engagement and suggested this is looked at for the 2019 AGM. This created a new discussion about whether July was the best time of year for the AGM to be held.

Action: SG to raise the discussion of how the AGM functions at board level.

M&C/17-18/06 Meeting finalisation

9.1 Review of action to be taken

Action	Responsible	Date
MH to amend minutes of previous meeting and upload to website	MH	16/07/18
SD to speak to NB and go through old stock to see what can be sold or disposed of.	SD	Next meeting
MH to schedule to speak to Alex Porter later in year	MH	20/07/18
SD to sign deal with Kit Locker	SD	13/07/18
MH to produce communications report and give to SG	MH	17/07/18
IW to draft M&C group's mission statement	IW	Next meeting
SD to take IW's paper on outbound sponsorship	SD/IW	20/07/18
SG to attend other sub group meetings and report back	SG	TBC
SG to raise discussion about AGM at board level	SG	TBC

6.2 Next meeting

To be confirmed.

6.3 Meeting close

1140 IW closes the meeting.

Signed as a true record.....

Date.....07/06/18.....