



Meeting of the Marketing & Commercial Sub Group on Tuesday 17 April 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
Janet Inman [JI]	Chief Executive Officer

Minutes prepared by: Michael Hallam

Apologies for absence - None

1330 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 Individual membership

IW explained that his proposal for an individual membership was discussed at the previous board meeting. There were concerns raised at board level as that, at this time, an attractive membership package could not be offered and that a paid-for individual membership would disenfranchise the membership. In light of the feedback, IW is to revisit the proposal and look for improvements.

IW is waiting on a paper about how an individual membership was implemented in boxing.

Action: IW to contact AW to ask for the boxing membership paper.



2.2 Innovation day

SD explained to the group that it has been difficult to find a day in the volleyball calendar to fit in the innovation day. It was suggested that the group can look to run the innovation day during the 2018-19 volleyball season.

Action: Innovation day to be discussed at next M&C meeting to find a suitable date.

2.3 Schools marketing strategy

MH communicated the group's desire to the Core Market Group that should any funding be available from CEV to develop sessions which take volleyball into schools, it was hoped that it could be used to develop a model which could be commercialised in the future.

SD pointed out that the funding is actually available from CEV, not NEVZA as stated in the previous meeting minutes.

Action: MH to amend previous minutes and re-load on to the Volleyball England website.

2.4 Regalia sales and sale of old stock

A stock check will be undertaken of all the stock which is currently in storage on 19 April, 2018. SD and MH can then discuss what can be sold or disposed of.

Action: SD and MH to discuss sale or disposal of old stock.

2.5 Workshops

Since the last meeting, MH spoke to Alex Porter about the possibility of delivering a workshop to clubs on streaming matches. Alex explained that he has family commitments which meant he could not deliver a workshop at the Super 8s Finals, but would be interested in doing something in the future.



M&C/17-18/03 Commercial update

3.1 Itsu

SD explained that there had not been much movement since the board meeting. Itsu are keen to be a commercial partner. However, the mechanics of a partnership depends on how the Volleyball England Beach Tour will be implemented this year, which is currently under discussion.

3.2 ISC

IW and SD have met with International Sports Consulting, an agency which wants to work with Volleyball England to build our commerciality. The discussions have been positive with both parties close to agreeing a deal which is free of financial risk to Volleyball England. SD is working with Adam Walker to draw up a contract.

Action: SD to finalise and sign contract with ISC.

3.3 Kit supply

SD told the group that he has been in discussions with three main suppliers to discuss a deal. SD is working on a deal which would see the supplier take and dispatch orders, and Volleyball England would receive a commission.

Action: SD to finalise and sign deal with kit supplier.

M&C/17-18/04 Marketing and communications update

4.1 Product development

MH explained that the commerciality content series was a partial success. The stories on the topic of commerciality achieved the typical benchmarks of Volleyball England web stats and added to the content mix.

Figures of how many people downloaded the business articulations which were produced to outline to potential commercial partners the value of our products were not available. However, SD explained he had used them in creating articulations for other products.



It was agreed that it created a good model of how to create content around a topic to engage the membership.

4.2 Forward planning

MH told the group that due to his workload, he is unable to plan content that far in advance. He is currently working on content for the next couple of months.

His current focus is the naming competition for the top division of the National Volleyball League. The shortlist of potential names needs to be decided on and the vote launched, which will close on Sunday May 6 of the Super 8s Final.

Other current content items include England vs. Scotland anniversary match, creating a GDPR guidance for clubs section on the website, RAF vs England cadets match coverage.

After the Super 8 Playoff Finals, MH will be focusing on creating content based on the launched of a research project which will survey clubs on their perception of Volleyball England and what they want from membership. He will create 4/5 articles which will explain the rationale behind the survey and promote the message that Volleyball England wants to connect more with its membership.

4.3 Social media update

MH gave an update on social media. He reported that likes on Facebook had increased by 176 in the first quarter of 2018. Post reach had also increased from the previous quarter by over 66,00 thousand.

Twitter followers was up to 11,806 and while post reach had declined from the last quarter, link clicks had increased to 2,500, from 1,400 the previous quarter.

SG asked whether Instagram should be more of a utilized platform. MH said that he had re-launched the Volleyball England Instagram account and it had been popular with many posts. He will review the use of Instagram moving forward.

The group were pleased with the progress on social media and thought it would be a good idea to produce a report for the AGM.

Action: MH to produce a monthly breakdown and report on social media for the Volleyball England AGM.



4.3 Review of Cup Final

MH said he was very happy with the coverage at the National Cup Finals. Both courts were live streamed. Court one by a student media team from Essex University who delivered five different camera angles, scoreboard and live commentary. Court two was covered by a Volleyball England webcam and included a scoreboard which was operated by a volunteer.

The coverage gained thousands of hours of viewing times, the student team coverage showcased what is possible with coverage and the webcam operation delivered a model which could be replicated by clubs with just one person operating the coverage. MH explained that Fiona Sweetman is to produce a 'How to guide' on streaming which could be shared with the membership.

It was discussed that moving forward, YouTube would be used as premium channel for streaming as it felt that as this is already branded as VE TV it is a better fit than using Facebook Live.

After printing programmes for the National Cup Finals, it was discussed how the feedback had been that it might be better to produce e-programmes in future to reduce waste and operate in a 'greener' way. MH is to trial an e-programme for the Super 8s Finals.

Action: MH to share the 'How to guide' to streaming with the group, then look to share with the membership.

M&C/16-17/05

Website

5.1 Renewal

IW explained that updating the website is currently on hold, pending the results of the research project into what the membership wants from Volleyball England.

5.2 Current performance

MH gave a report on website provider Fluid. He explained that a new server had been installed as a matter of urgency, as otherwise the current website would have stopped being able to take payments. He reported that the new server



would cost no more than the old one, and he has been pleased with the work Fluid have done – particularly as they have incorporated this development as part of our monthly maintenance payments.

M&C/16-17/06 Membership Engagement

6.1 Shared services updated

SD told the group that the shared services project he is working with Wheelchair Basketball on is nearing conclusion. Three different membership platforms have been tested and analysed. These are: Sport80, Go Membership and Sports Hub. The aim is to write a proposal to Sport England soon. Once a proposal has been accepted a working group will be put together to deliver the new website.

M&C/16-17/07 AOB

7.1 Non-affiliated club project

IW asked about the progress of the project to map the number of non-affiliated volleyball clubs. SD informed the group that the work experience student who is carrying out the project has sent over all the data and just needs to write a final summary. Once that has been written, Volleyball England can contact the clubs to get feedback on why they haven't affiliated.

7.2 Progress of the Marketing and Commercial Working Group

SG asked if everyone thought that the group was making enough progress, or if it should be doing more? The consensus was that the group had succeeded in moving the commerciality and marketing forward and had learned a lot too. JI said that Volleyball England was still in a transitional phase and that as more internal structures are developed, it will give the group more time and impetus to deliver more results.

7.3 National media

IW asked whether it was worth contacting the national media to persuade them to include NVL results in their papers. MH felt this would not be worthwhile as the investment of time and energy would probably deliver little results. SG agreed



and thought gaining national media coverage was a long-term project so MH's time would be better spent working on other projects which are more likely to return positive results.

M&C/17-18/06 Meeting finalisation

6.1 Review of action to be taken

Action	Responsible	Date
IW to contact AW to ask for the boxing membership paper.	IW	27/04/18
Innovation day to be discussed at next M&C meeting to find a suitable date.	IW	Next meeting
MH to amend previous minutes and re-load on to the Volleyball England website.	MH	20/04/18
SD and MH to discuss sale or disposal of old stock.	SD/MH	27/04/18
SD to finalise and sign contract with ISC	SD	TBC
SD to finalise and sign deal with Kit Supplier.	SD	TBC
MH to produce a monthly breakdown and report on social media for the Volleyball England AGM.	MH	21/07/18
MH to share the 'How to guide' to streaming with the group, then look to share with the membership.	MH	31/05/18

6.2 Next meeting

To be confirmed.

6.3 Meeting close

1500 IW closes the meeting.

Signed as a true record.....

Date.....17/04/18.....