

MARKETING MEETING 8TH JULY

Elaine Budd Richard Field Madeline Hussey Rod Marshall Linda Wain

Apologies: Guy Caplin Janice Vaughan

5th July Presentation McCarthy Stone (Richard and Janet)

The Beggarwood site has 45 flats; 25 people attended, one of whom was already a member. Janet led on the organisation for 30 mins; she and Richard talked about the groups they were in, took questions (which included data protection and risk assessment) and left leaflets. Thank you to them both.

Feedback from BVA Visit

It was a good meeting with BVA very keen to work with us. They have many networks involved in NHS Social Prescribing ie the wellbeing of local people. Supermarkets have become the new community hubs. Examples of support they can give:

- Articles on their weekly Gazette Page to complement the monthly articles that Richard forwards
- Access to the group that works on retirement within local businesses
- Joining them within their supermarket programme/having our own table beside them (or at other times on our own).
- Join their venues network
- Use their committee room (£13ph). Car parking fairly limited.
- Links into lots of projects we can utilise as secondary contact points. Grants could be available within these projects to support membership fees.

MH to forward Elaine's List of Actions to the committee and put BDBC's Love Basingstoke blog on the agenda of any discussions with BVA.

Comments/Ideas following this Feedback

- Tesco has a Customer Service Desk and organises special teas
- Look at other distribution lists
- To make marketing more effective, how can we 'tag' people into our overall organisation, not just their groups? We agreed to discuss this with the new Committee. **MH** to contact Janet after the AGM to discuss group input to articles and projects, including copy from individual members.

Meet & Greet Day

- **RM** has drafted poster. **ALL** to look at photos and send him any suggestions - feed back asap
- Can send poster on line to a Chineham printer, 100 print run
- Distribution to supermarkets, community associations **ALL**
- **RM** to look at leaflet design. Need to choose a focus with general appeal. **LW** to send EB 2021 leaflet
- Inside of leaflet to list current groups as before, possibly also highlighting that others are on their way - and we can help members start their own. Print run 150?.
- Emphasise run by members for members
- Facebook the best place for its promotion; also needs to be on website. **RF**

Kempshott Bring a Friend 8th August

- **MH** to discuss with RF asap

Monthly Meetings and Committee Helpers

- Feedback has shown that new members are not always made welcome at monthly meetings and we have lost some as a result
- To manage these meetings better, collate a list of people willing to help more but not become committee members **RM? EB?** They could possibly help as well with the distribution of marketing materials and correspondence to those not on-line.