

1000BC Meeting Report – January 2017

1. Family Day - Home v Wealdstone, 25 March

No conflicting local sport, international break.

Key elements:

1. Lower priced Family Ticket for the match.

£20 on the door, £18 advance (advertised as 'Save an extra 10%'). Advertised on specific match poster - **Oliver** to create - plus all our usual media. **Bob** - can this go in Hemel programme?

2. Target one school with an assembly, player and mini presentation.

Bob has offered to accompany the player. Jon met with Gary Owers who was supportive and suggested I talk it through with Dan Ball at the next match to secure a player. Aim for assembly in between 16-21 March. MB has offered to help with this, to be followed up by Jon and Bob. Flyers to be produced offering free entry for kids and £6 for accompanying adult - **Oliver** can this be created alongside the poster?. Entry via away turnstile – help needed to cover this.

3. Foundation

Our meeting clashed with the Foundation meeting so we couldn't speak direct. But **Jon is meeting with Simon Tapscott**, one of the Trustees, this week and we'll aim to get involvement from them.

4. Clappers

We've sourced clappers, Bob to seek sponsor to brand them, (plus tannoy announcement and mention in programme). Clappers to be placed on every seat in the Family Stand and to be handed out to kids at the main entrance.

5. Existing youth party

Bob already has an existing youth group coming who will have a half-time match on the pitch and have half the Family Stand.

6. Marching Band

Bob to explore if the Cadet Marching Band can perform at the match.

7. Facepaint

Can we have the facepainters again please?

8. Flyer for remaining matches

We suggested there should be a flyer promoting the remaining matches of the season distributed in the Family Stand, to try to encourage repeat attendance.

9. **Other ideas**

We didn't discuss, but perhaps we could have one of the groups of kids form a guard of honour for the players as they come out. We can source **black & white chequered flags** for 40p each 30x20cm, or £2 each 45x30cm. Ideally kids in BCFC kit - perhaps one for the Foundation?

Also - maybe **inflatables** to provide entertainment outside the ground? Beat the Goalie (kicking into target holes) or speed cage - radar time fastest kick. Human table football requires 50x20ft space.

10. **PR** - we should PR to local press including wider area like Radstock, digital, maybe Facebook advertising. Jon to confirm who handles PR as Steve B is pretty tied up elsewhere and we have a couple of strong potential candidates.

2. Framed Shirts

Bob has got sponsorship for the cost of the first framed shirt. **Maurice** to ask local pubs to consider displaying it.

3. Creative Bath

Jon to set up a promotional event with Creative Bath to try to engage more designers with the club.

4. Student Activity

Luke Hartsholm, our Bath Spa Ambassador, was unable to attend the meeting, but is going to run a 2 for 1 offer for Bath Spa for the Ebbsfleet match. He'll create artwork in conjunction with design students and guidelines provided by us. **Jon** to confirm ok with Paul W, then **Marc T** to liaise with Luke.

5. March to the Match

Next March to the Match to take place for the Maidenhead match 1 April. **Ashley** and **Maurice** to organise and confirm venue and details - all to promote on social media and newsletter. Can we get in the Wealdstone programme **Bob**?

6. Replacement for Festive Five

We want to continue offering the same deal. Name ideas please? Then we'll make live.

Date of Next Meeting - 7pm, 6 March at the Club.