

October 2016 Update

Casual Supporters (Lead: Jon Bickley)

ACTIVE INITIATIVES

Weekly Email Newsletter | BC

Over 1500 subscribers, with 400+ opening each email on average. We now have matchday alerts as well as the weekly newsletter

Calendar Alerts | MC

Subscribe to the Bath City Fixtures to receive all the 2016/17 fixtures in your on-line calendar on your device or desktop.

Advertising in the Chronicle | JB

1000BC secured funding for Chronicle adverts from August to 20 Oct. 1000BC agrees that this would be a good investment if more funding can be secured (and the ad design is of high quality).

Online Sales | MC/JB

JB has identified Shopify as the most promising online sales solution for the club to sell tickets and merchandise, and will aim to implement this by Christmas in cooperation with club shop.

Ticket packages | JB

The 1000BC team wants to create, subject to club approval, half season tickets to be sold in the run up to Christmas 2016, as well as "Festive Five" (5-for-4) tickets.

UNDER DEVELOPMENT

Facebook Advertising | JB

JB to explore experimental low-cost FB advertising campaigns - deferred to 2017.

Vodcast / Video promotions | DP

DP exploring options for new video content

Sports Fans in B&NES (Lead: Michael Clayton)

ACTIVE INITIATIVES

Children's Groups | MC (assisting BC)

Aiming to bring a children's group (e.g. youth football teams) to every BCFC Saturday home fixture. Now developing list of groups.

Family Day | JB

A family-centred promotion will be organised for the 25 March game, which is an international weekend.

UNDER DEVELOPMENT

Paraphernalia in Pubs | Mark Tanner

Aiming to get 4-5 pubs or local businesses displaying framed City shirts or scarves. 1000BC is currently sorting funding for 5 shirts.

Students (Lead: Marc Thomas)

ACTIVE INITIATIVES

"Students Day" | MT

MT & JC to plan special promotion/competition for Students Day (Sat 19 Nov). Agreed to lead with "2/2/2" promotion - £2 entry for students, plus £2 pints before 2pm in Charlie's (for all).

UNDER DEVELOPMENT

Student Ambassadors | MT

Finding and appointing student ambassadors to help design and deliver student promotions. No applicants as of October.

First Time Visitors (Lead: Oliver Holtaway)

ACTIVE INITIATIVES

Fixture List / "Everything you need to know" leaflet | OH/DP/JB

Creating a fixture list and guide to Twerton Park (both for 1st timers and casual fans) - can be repurposed for online. No further progress as of October - OH to push forward.

Branding posters | OH

Create and distribute brand-focused creative materials to attract attention locally (complementing existing posters). OH reports difficulty in attracting volunteer designers, but branded poster for Non-League Day did go out, and further posters are expected for November.

City Centre Meetups | AD

AD to continue to organise City Centre meetups before Saturday home fixtures to increase visibility (once his broken arm is healed!). Agreed that venues should be under-18 friendly (can include most pubs)

Spirit of Bath City Awards | OH

OH to continue partnership with Independent Spirit of Bog Island to give regular awards to volunteers, promoted across BCFC & Indy Spirit social media

UNDER DEVELOPMENT

Targeted Ticket Giveaways | JC

JC to develop list of possible charity/professional groups to offer free "taster" tickets for matches.

Liaison with First Group | JC

JC to follow up with contact at GWR/First re: potential promotional opportunities.

Discounts | MAS

MAS has liaised with club over the commercial viability of certain discounts. One discount has been confirmed and will be announced in November.

Strategy/Measurement/Channels

The 1000BC strategy for 2016/17 has been shared with the club for feedback and published. Paul Brotherton has produced a report on attendances which recommends setting 630 as a "business as usual" baseline against which to measure success - this figure has been accepted by the team.

DP continues to work on social media strategy and creating video content. Romans on Demand has launched properly. OH has shared raw footage from the Bid films that may be useful for future video promotions. Early, positive discussions have been held with the club and webmaster re: how 1000BC can cooperate in the development of online content.

The Society is now funding the printing of posters and flyers, which are now being produced more frequently. There are currently 6 delivery routes set out for the city centre, Oldfield Park and Twerton. No progress on getting a route organised for student housing - it is difficult to get access. PB and MC have offered to help deliver, and we are also exploring link-ups with local organisations to assist with delivery. OH has launched "Posters in the Post" whereby people can sign up to receive a few posters each time around to put in their workplace or local area not served by the 6 routes - so far only one taker.

MT continues to send press releases to the Chronicle as appropriate and is investigating other media outlets inc community papers and online.

COMPLETED / LAUNCHED

Non-League Day | MC/MT

COMPLETED: special offer to Rovers, Rugby and Bristol City season ticket holders attracted 50+ fans.

Community Day | BC

COMPLETED

Club Newsletter | BC

LAUNCHED

Revive "Bath City TV" | DP

COMPLETED - Funding for camera secured, "Romans on Demand" now launched - helped Tyler Harvey goal go viral worldwide

Clear system for poster distribution | OH

Develop list of poster sites for City Centre, Oldfield Park and Twerton. Sites to be divided into clear 'routes' to facilitate volunteering - COMPLETED, Matchday posters delivered to over 120 sites, plus flyers now available.

Special Boxing Day 2015 poster | OH

COMPLETED - 50+ posters distributed in city centre.

Backburner

- Freshers Weeks - decided it was too expensive and not worth competing for attention with all other stalls.
- Families/Children Strategy - to be considered at a future date as part of overall 1000BC strategy
- Street Stalls - to be considered at a future date - research needed into permissions needed etc. Suggested that Moorland Rd might be better location than city centre
- Reviving Bladud's Twitter account - it will be difficult to recover the login details, and 'Bath City family' social media channels are already fragmented. There are other ways we can use Bladud as a social media asset through existing channels, e.g. give him a selfie stick and take pics with fans during matches.
- Ideas received regarding use of Twerton Park on non-matchdays (garden show, summer ice rink, fashion events) - to be considered at a future date
- "Match Attax" style cards of BCFC players for kids - to be considered at a future date
- Beer mats - OH to speak to free houses to establish whether they can take branded beer mats (tied houses must use their suppliers' beer mats)
- Change club badge - too big and controversial a decision to take on right now
- Fan Culture: explaining what's special about non-league/BCFC fan culture through fanzines, podcasts etc, getting Premier League fans to adopt Bath City FC as their 'second team' - to be developed, ideas welcome.