



Meeting of the Marketing & Commercial Sub Group on Tuesday 7 October 2017
At SportPark Loughborough

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
Janet Inman [JI]	Chief Executive Officer
Stewart Dunne [SD]	Chief Operating Officer
Michael Hallam [MH]	Marketing and Communications Coordinator

Minutes prepared by: Michael Hallam

Apologies for absence - None

1000 M&C/16-17/01

Welcome and apologies

1.1 IW outlined that as the first meeting of the group, the aim was to review the current position of the business and begin to develop ideas which will form the new strategy moving forward. There was a full attendance so no apologies.

M&C/16-17/02

Briefing on past commercial and marketing activity

2.1 SD gave an account of all commercial agreements currently in place.

2.2 Matters arising from that briefing

With some deals due to be renegotiated, it was agreed SD and IW will further discuss our commercial agreements and will arrange to meet with VE commercial partners where necessary.

Action: SD and IW to arrange meetings with commercial partners.

It was highlighted that some of VE's commercial deals have received a negative reaction from members of the public.

Action: MH to record any complaints so what action to take can be decided.

M&C/16-17/03

Website report

3.1 IW provided the group with a report of a study he had commission of the VE website.

3.2 Matters arising from report review

The key findings of the report were discussed. These were that the website speed is slow on mobile devices. The coding of the website also in an old style. This sees things such as underscores being used in URLs which slows down website speed. It was concluded that the website is dated and is a 'one-size-fits all' website.

The question was raised about how high a priority a new website should be for VE. It was agreed that this is something that needs investigating in conjunction with other areas of the business. The discussion needs to involve different sub groups as different areas of the current website serve different areas of the business including competitions and membership. The consideration needs to consider how a new website would implement competition managing tools and a customer relationship management (CRM) system.

A new working group was formed: The Website Business Case Working Group. The aim of this group will be to make a case to the board that investing in a new website is a priority. The board sponsor for this group is IW; the delivery lead is SG and staff support is MH.

Action: SG to create the Website Business Case Working Group.

M&C/16-17/04

Forward planning

4.1 Developing key VE products

The group discussed which of VE products would be most marketable in potential sponsors. A shortlist of products was created:

1. 50th anniversary games
2. Cup Finals
3. Inter-regionals
4. NVL

It was agreed that these are the products that VE should aim to market to commercial sponsors in 2018.



Action: SD and SG to work together to write business cases for Cup Finals and Inter-regionals by December 7, 2017.

Action: IW to write business cases for 50th anniversary games and NVL by December 7, 2017.

4.2 Membership engagement

The relationship with the VE membership was discussed and how to better serve it. It was agreed that the VE website needs a greater mix of content that will appeal to the whole of the membership, not just those interested in the elite level.

IW raised the idea of developing a paid for membership which comes with a benefits package. While this could generate income, it was commented that charging a membership fee could receive a negative response from the membership.

Action: IW to put together a proposal for a potential paid-for membership to be discussed at the next meeting.

M&C/16-17/05

AOB

5.1 Innovations

The idea was raised about whether there were any innovations that could be made to make any volleyball projects more marketable. The discussion produced many ideas of events where volleyball is played under different rules in an attempt to make it more appealing to audiences and commercial partners.

It was agreed that VE will organise innovation days where new methods are trialled and tested. This year the plan is to organise a NVL Division 3 shoot out, where the champions of the third tier for the current season in the men and women's game play tournament to determine an overall winner. The tournament would be played under experimental rules to trial them.

Action: M&C sub group to discuss plans for innovation day at the next meeting.

5.2 User generated content

To encourage interaction from the membership and widen the variety of VE content, ideas on how to encourage user generated content were discussed. These included another logo wars, 'I love volleyball because...' videos, and a Volleyhoops video.



Action: MH to incorporate user generated content into the editorial mix.

M&C/16-17/06

Meeting finalisation

6.1 Review of action to be taken

Action	Responsible	Date
SD and IW to arrange meetings with commercial partners.	SD + IW	
MH to record any complaints so what action to take can be decided.	MH	
SG to create the Website Business Case Working Group.	SG	
SD and SG to write business cases Cup Finals and Inter-regionals.	SD +SG	7/12/17
IW to write business cases for 50 th anniversary games and NVL	IW	7/12/17
IW to put together a proposal for a potential paid-for membership.	IW	Next meeting
M&C sub group to discuss innovation day at the next meeting.		Next meeting
MH to incorporate user generated content into the editorial mix.	MH	ASAP

6.2 Next meeting

To be confirmed.

6.3 Meeting close

1400 IW closes the meeting.

Signed as a true record.....

Date.....