



Membership and Communications Committee meeting note – 27 October 2016

Participants:

- **Environmental Cleaners:** Ashley Hoadley (AH), Darren Marston (DM), Sean Canty (SC), Phil Smith (PS)
- **CBI:** Ceris Burns (CB) and Alistair Moses (AM)

1. Objectives

- The objectives of the campaign were reviewed, and refocused on the member journey and nurturing potential new members.
- AH to request access to potential member database from the Clerk. This contains details of people who have been to events/interview, but not yet signed up.
- The notion of whose responsibility it is to help new members when they join was discussed. It was felt the committee should develop the framework, but it is up to the sponsor/introducer to maintain and build the relationship; with the support of officers, the Master and Past Masters.
- As a priority CBI to draft marketing plan for review. This will include member journey and responsibilities.

2. New member profiles

- To assist with targeted communications (messaging and target media) a profiling exercise has been undertaken and was discussed by the committee. The profiles developed are:
 - **Young blood** – make the Company current and relevant, attract more like-minded ‘youngsters’ and safeguard the Company’s future.
 - **Progression** – while younger blood could eventually and hopefully work through to this we need more mature people who have got to a certain point in their career so they have time and experience for the Court and key management roles.
 - **Mid-group** – volume and network building. Need mass.
- It was felt that there should be flexibility around candidates’ location, but that if it is a significant distance from London then the issue should be raised at interview to get a commitment to attend events.
- With regard to the age of potential recruits it was felt that 21 was the youngest realistic age. Rules to be checked to confirm this is OK.

- Salary level was not felt to be a crucial factor – it is more important that they give importance to the livery so they allocate part of salary to attend events and to contribute.
 - **Young blood** – £30k plus but sponsored by employer
 - **Mid-group** – £50k plus
 - **Progression (mature)** – £100k plus
- It was felt the costs of membership needed to be made explicit to all potential new members.
- Different types of membership were discussed and the committee will carry out further investigations into the idea of a corporate membership, apprentices/journeymen and possibly even family members and what this might entail. SC to check with the Furniture Makers to see how its corporate membership works.
- The idea of expanding the reach of the Company beyond cleaning was felt to be a positive step. Connecting with representatives from built environment related industries including architects and facilities management, as well as recruitment etc was thought to be beneficial. Reaching out to other Livery Companies with an associated membership, such as security professionals for example, could also open new avenues for attracting members.
- AM to develop profile and member journey. This will include etiquette issues.

3. Engaging existing members

- It was felt to be very important to ensure engagement with existing members, especially Past Masters, some of who might feel out of the loop currently. Their knowledge is of great importance to the Company and can help newer members understand and maintain practices.
- Committee to personally re-engage with absent PMs, where not already doing so.
- AM to contact/interview Past Masters and develop editorial – potentially a ‘5 questions with’ feature.
- Some form of buddying system for new members was discussed and this could link to Past Masters.

4. Website

- There has been a few technical issues around the new website and online booking system, but these have now been resolved and feedback has generally been positive.
- The dual pricing for online and traditional bookings has caused some people not to book online. The pricing scheme has been reviewed by the officers and will be revised in future so that it is cost neutral to members.
- VAT needs to be shown on the receipt, AM to investigate.
- Pricing promotions, such as early bird discounts to be reviewed once system is established.

- AH will report to the Court and request we extend the trial to include the LM Dinner in January but on the basis a single price is agreed.
- AH will contact the Master to appeal for news/photos and advise that AM can assist with writing material for release. This will include a new Master's blog.

5. Social media

- Twitter continuing to develop well with good levels of engagement.
- Existing LinkedIn account is locked. AM to get it opened (or shut it down and open new one).
- Instagram is continuing to be developed. AM to speak to the Master to request images of various events attended.
- Quantified activity (from monthly report from CBI) to be reported to the Court.

6. Trade press

- AM to write feature article regarding education programme / improving knowledge of the city in November. DM to circulate electronic copy of education material.

7. Archive

- Access to archive material has not yet been possible. PS and SC to discuss options with past masters at next available opportunity.

8. Future meetings

- Objectives – 4 committee meetings proposed per annum. These meeting dates to be formalised so that they follow F&GP committee meetings.
- Funding for next year's communications and marketing campaign will be the focus of the next meeting.
- The Committee all expressed their desire to continue as committee members over the next few years (to 2018).

9. AOB

- Attendance at the Cleaning Show to be reviewed. Experience from last show & committee feeling is that officers & PM's support manning stand is required in addition to committee representation in order to be viable & successful. Darren looking at option of having a space in VIP area instead of on exhibition floor.
- Attendance at the January Hill Club agreed. SC to make arrangements.
- Members to be reminded that if they are let down by guests, or unable to attend events themselves, they should always let the Clerk know, so that the places can be taken by those on the waiting list.