

Agenda 9.4a
SC011/12

**Notes of Meeting of Public Relations Sub-committee
Held on Saturday 28 June 1997**

Present: Mrs Linda Gaul (Convener), Mr G Lawson (Past Chairman), Mr B Harry, Ms A Hodgeson, Mr J Walker, and Ms Gill Parker (Secretary).

Apologies: Mr W Clement (Chairman)

Additional Member

It was noted with regret that Mrs Heather Cochrane had indicated that due to other commitments she wished to withdraw from the sub-committee. It was agreed that while it would be necessary to appoint an additional member to the committee, Mrs Cochrane could continue to have input to the committee. It was agreed that it could be helpful to appoint a younger member to the committee and consideration would be given to the matter for the next meeting.

Burns Federation

There had not been any further response from the Burns Federation, either regarding the article which was to have appeared in their Bulletin or regarding the proposal to consider a joint production of the video of Scottish country dances based on Robert Burn's tour of Scotland. The Secretary agreed to follow this up.

Marketing Plan

Anniversary Logo

Considerable correspondence had been received regarding the logo which had been adopted for the 75th anniversary year. It was agreed that in this respect the logo had been visible and people were aware of the Society. The logo had however been badly marketed, and in future greater attention would be paid to this.

It was agreed that an article would be placed in the Society Bulletin requesting feedback on whether the Society should continue to make use of the "crown" logo or to adopt a new logo for future use. Design suggestions would be requested, with submissions being submitted through the branch network. A shortlist of suitable designs would be presented to a future AGM.

(It was noted that RSCDS Edinburgh Branch had several Marler Hayley display boards which would be made available to the Society for use at the 1997 and 1998 AGMs)

Publicity Brochure

It was agreed that a publicity brochure was urgently required, to interest and inform the General Public of the work of the Society.

It was agreed to purchase sufficient supplies of a brochure so that they would not require to be reordered for approximately 3 years. It was agreed that 100,000 would be required to allow a supply to be sent to each local association, and affiliated group for distribution and for Head Office to retain the balance.

The brochure would be for promoting the Society as a whole, and would not refer to the local contact, as any attempt to add the local contact name/tel. number would detract from the presentation. The format would be a matt finish, A4 size with three sections, and have approximately 4 photographs. (Estimated costs would be made available for the next meeting). A mock-up of text and photographs would be submitted to the committee members before the next meeting.

It was agreed that one of the discussion groups might wish to discuss Marketing at the AGM. Mr Harry agreed to mock-up a display including the logo, brochure, and marketing information, to interest members and stimulate discussion.

Newsbrief and Bulletin

It was noted that in future the Bulletin would continue to be issued in October, but the Newsbrief would be expanded and issued twice a year (Jan and June). It was suggested that the name "Newsbrief" was no longer appropriate and the members would be invited to contribute their ideas. A piece in the Bulletin would allow them to submit their ideas.

Sponsorship

Mr Harry reported that due to the size of the Society (25,000 world-wide, of which approximately 12,000 are UK based) both of the major companies approached, had indicated that there was nothing to benefit them and had been unable to sponsor the Bulletin. It was agreed however that the brochure, which was to be made widely available in libraries, community centres, etc., would reach a far greater audience and therefore Safeway's or Scottish Power could be interested in sponsoring such a project. Mr Harry agreed to investigate.

Public Relations Company

It was agreed that a copy of the marketing plan would be forwarded to Playfair Walker, the Public Relations company. This would allow them to prepare a presentation before the next meeting of the committee. It was hoped that they could be employed for a two month period from the run-up to the 1997 AGM through to January 1998. (Subject to costs involved). This would allow a kick-start to the 75th anniversary celebrations.

Internet Connection

It was noted that the Society now had the hardware to enable it to upload a Web-Page, however a provider and software were still required.

It was noted that there were a variety of individuals within the Society who had designed pages, but that the Society page may need professional assistance to ensure that it was of sufficient quality to reflect the status of the Society.

Mr Harry agreed to investigate with a contact whether the Society might receive access without any charge.

The committee were asked to put forward suggestions of the sort of information which they felt could be included on the Web-Page. It was suggested that the front cover of the 1996 Bulletin might be incorporated into the design. A proposal from a recording company to upload a pre-designed page for the Society was rejected.

Tattoo

It was noted that there had been a small amount of success with the Producer of the Tattoo in that the Highland and Scottish Country Dancing sections were now to be separated. It was understood that rehearsals were ongoing for the 1998 Tattoo. Mr Harry had been unable to contact Mr Leishman. Mrs Gaul agreed to draft a letter to the Scottish Traditions of Dance Trust, seeking their support for our earlier request that the society should have some input to the 1998 Tattoo given our 75th anniversary during 1998.

Letters to Editor

Mrs Gaul had suggested that there were often articles in local and national newspapers which could have been responded to by the society. Due to the delay in being able to seek opinions from various others before a response could be issued, the Society often lost out on an opportunity to comment on press articles.

It was agreed that, Mrs Gaul, through her office as Vice Chairman, and Mr Clement, as Chairman, should both be entitled to respond on behalf of the Society to articles in the press. A joint statement from them both, would be preferred because it would have greater chance of being published.

It was agreed that all members would be encouraged to forward articles in print in either local or national newspapers, magazines etc., to the Secretary so an appropriate reply could be sent on behalf of the Society.

Commonwealth Heads of State Conference.

It was noted that RSCDS Edinburgh Branch were to provide a demonstration at the forthcoming Commonwealth Heads of State Conference to be held in Edinburgh on 26 October .

Honorary Vice President

It was agreed that Mr Robbie Shepherd had consistently supported the Society through his programme "Take the Floor". It was agreed to ask General Purposes Committee that he be considered as Honorary Vice President of the Society.

Date of Next Meeting

Saturday 30 August 1997, at 10:30 hrs.

The Royal Scottish Country Dance Society
Notes of Meeting of Public Relations Sub-Committee
held on Saturday 30 August 1997 at 10:30 hrs

Public Relations Presentation

Mrs Rosemary Walker, of Playfair Walker, gave a verbal presentation to the committee. She explained the current "old-fashioned" image that the Society had, and outlined her proposals.

She indicated that she felt that any PR campaign should address the following:

- Membership Drive
- More Dynamic "Sexy" Image
- Better Public Profile
- local association Participation
- Foremost Authority in the World on Scottish Country Dancing
- Reinstating SCD in Schools
- Relaunch of Society

She also indicated that Playfair Walker would put together a package for sponsorship which would be offered on an option basis. (Thus avoiding the trap of asking for too little or too much)

Ms Walker indicated that she felt that any campaign should not be restricted to an initial surge, but must be enthusiastically maintained by the Society and branches as an ongoing project.

She felt that an initial appointment of 4 months (covering Sept-Dec) would be suitable and that any such campaign must commence immediately as there was considerable background work to be done before the start of the anniversary year.

The costs would total £3,000 +VAT to include four month's work, and £500 operating expenses

It was noted that this sum was all the money that had been allocated to Public Relations for the budget. The sub-committee agreed to approach Finance Committee for further funds

to be made available to ensure success in this project.

Ms Walker presented a written proposal to the sub-committee.

It was agreed that the sub-committee would appoint Playfair Walker, for an initial 4 month period.

Burns Federation

It was noted that there had been no reply to the previous two letters requesting a copy of the Society article which had appeared in "The Burnsian", the Newsletter of the Burns Federation.

Marketing Plan

It was noted that there had been no further progress on the marketing plan, and that in light of Ms Walker's appointment the matter would be considered further, with her advice.

Publicity Brochure

A mock-up of the leaflet was tabled and it was agreed that a copy would be forwarded to each member of the committee for further consideration. As this leaflet was urgently required, the sub-committee members were asked to return their comments within 2 weeks.

It was noted that the quotation had been received from the printers for 100,000 copies of the brochure and this amounted to £2,740.

It was agreed that a request would be presented to the General Purposes Committee for funding for this project.

Sponsorship

Mr Harry reported that there had been no further progress.

Additional Member

It was noted that following the resignation of Mrs Heather Cochran, the committee required an additional member.

It was agreed that Mrs Pia Walker would be co-opted to the sub-committee, pending ratification by the General Purposes Committee. She had professional experience of marketing and education, and worked with an Enterprise Agency in Fife

AGM Display

Mr Harry showed the display boards owned by RSCDS Edinburgh Branch to the sub-committee. It was agreed that they would be eminently suitable for a presentation at the AGM.

Miss Parker agreed to provide him with a copy of the "1998" logo together with copies of the Bulletin, Directory of Secretaries and Leaflets as soon as they became available.

He agreed to bring a mockup to the next meeting.

Remit of Sub-Committee

There was considerable discussion as to the exact remit of the sub-committee and whether it would be appropriate to be involved in the presentational side of the Society publications.

It was agreed to ask the Publications and Research Committee to be allowed some input into the final presentation of the 75th anniversary commemorative booklet.

This would allow the Society to present a consolidated approach following the relaunch earlier in the year.

It was also agreed to seek clarification from the General Purposes Committee as to whether the Sub-committee was responsible for the Bulletin and Newsbriefs, as they strongly represented the image of the Society and should be combined into the consolidated approach.

Press Contacts

It was noted that the Society was represented on a variety of television and radio programmes, as well as newspaper articles. These had included "Esther Ranzen", "First Light", "Watchdog", Sunday Times etc.

It was agreed that the Society should try to ensure that local associations/members sent in clippings of any article which had appeared in the press, so that a central register could be maintained at Headquarters.

Headquarters

It was noted that there was little to identify the Society Headquarters at the front door. (Two slate plaques were on either side of the door detailing the two co-founders, but there was no individual plaque indicating the Society details)

It was agreed that a brass plaque should be purchased with the Society name, provided it did not cost more than £200

Web-Site

It was noted that Mr John Fyfe had assisted RSCDS Edinburgh Branch to gain access to the NET.

It was agreed to explore the possibility of establishing as a WEB-address RSCDSHQ.Org

Tattoo

It was noted that although the 1997 Tattoo had not included Scottish Country Dancing. That which had appeared had been very much appreciated. Mr Clement and Mrs Gaul agreed to write to the Producer.

Date of Next Meeting

Friday 3 October at 10:30 hrs

The Royal Scottish Country Dance Society

*Minutes of Marketing and Public Relations Sub-Committee
held on Friday 30 January 1998 at 10:30 hrs
at 12 Coates Crescent, Edinburgh*

Apologies

Apologies were received from Mr J Walker, and Miss A Hodgeson. Mrs Rosemary Walker (Playfair Walker) had also tendered her apologies.

Present

Mrs L Gaul (Convenor), Mr W Clement (Chairman), Mr B Harry, and Mrs P Walker

In attendance

Miss G Parker (Secretary)

1998 AGM - release of Helium balloons

It was noted that Mr Harry had received a quotation for the release of 1,000 balloons (including the cost of printing, gas, labels, and licence) in the amount of £517. It was suggested that the Society could sell the balloons at £1 each with the profits going to the Society.

A celebrity should be invited to set the event rolling and Mr Harry agreed to donate 1 bottle of RSCDS (Edinburgh) Branch malt whisky for the winning sender and to investigate the possibility of the Caledonian Hotel offering a prize to the winning recipient.

It was agreed to present this suggestion to the 75th anniversary sub-committee.

Press Coverage

It was noted with satisfaction that the Society's press conference had resulted in a good range of press coverage in national papers, television and radio coverage and some magazine articles.

New Design Logo

Several designs had been sent in to the Society for a possible new-look logo. The Committee expressed their appreciation and thanks to all the members who had submitted their ideas for

consideration. Mrs Gaul reported however that the majority of responses received following the questionnaire at the AGM showed that the membership did not want a new logo.

It appeared that the "crown" logo was recognised and loved by Society members and should not be changed. It was noted that other logos could be used for special events.

Publicity Brochure

The designer had produced a first draft which was welcomed by the committee. Some further discussion was required with the designer regarding the proposed photographs. Mrs Gaul and Miss Parker would contact the designer.

Newsbrief

Several names had been submitted as alternative titles for the Newsbrief. It was agreed that some were already in use or not suitable but that the decision would be left until the outcome of the strategic plan was known. It was agreed that particular care should be taken of the corporate image of the Society.

Marketing Display at AGM

It was suggested that two displays could be used during the AGM. One, a display of the Society through the ages could be in the form of a photographic and archive display through the decades. It was suggested that the Summer School Committee might consider this further and that it could be used at Summer School as well as at the AGM.

The second display would be a marketing display showing examples of the press coverage received by the Society. Mrs Walker agreed to prepare items for such a display

It was noted that there were 16 panels in all and therefore 2 sets of six panels could be set up at the AGM venue.

Society Websites

It was noted that the Society had now engaged a site designer and it was hoped that the sites would be "live" by March.

Display Material

Two samples of display boards were available for the committee to view. It was agreed that quotations would be sought for the two samples with the option of surface suitable for use with Velcro fixings.

Funding Opportunities

Mrs Walker had produced a list of funding sources, this was to be copied to the Committee and to the Strategic Planning sub-committee.

It was recognised that a suitable project must be agreed before any approach can be made for funding. For example: sponsorship might be sought for a consultant to be appointed to prepare a strategic plan for the Society.

Strategic Plan

The members of the Committee agreed to submit to the convenor a "wish list" of marketing initiatives which would be put to the Strategic Planning sub-committee.

Local Association Marketing Plan

This was intended as a guide to good practice. The media relations section had already been issued and it was agreed to prepare sections on:

<i>organising classes</i>	<i>B Harry</i>
<i>membership drive</i>	<i>P Walker</i>

Designs for 75th Commemorative Booklet and Bulletin

The Secretary had submitted designs for the above two publications which were approved by the committee.

DATE OF NEXT MEETING

The next meeting will be held on Friday 20 March 1998 at 10:30 hrs

The Royal Scottish Country Dance Society

NOTES OF MEETING OF MARKETING SUB-COMMITTEE

HELD ON FRIDAY 20 MARCH 1998

12 COATES CRESCENT, EDINBURGH

Present: Mrs L Gaul (Convenor), Mrs P Walker, Mr J Walker.

In attendance: Miss G Parker (Secretary)

Apologies: Mr W Clement, Mr B Harry

Notes of Last Meeting

The notes were approved.

Web Sites

It was noted that the non-members site was to be launched on 20 March and that the members site had been delayed, awaiting the previous owner making small amendments to the address string. It was expected that this would be launched in the very near future. Suitable announcements would be placed on the various search engines.

It was suggested that in future a News page could be added to include the Branch Secretaries information sheet.

Promotional Leaflet

The revised artwork for the leaflet was discussed, and final corrections agreed. It was agreed that the leaflet would be on a satin finish paper.

75th Anniversary Booklet

The Committee noted the suggested designs for the front and back cover. The final decision would be made by the Publications Committee.

1998 AGM

Release of Helium Balloons

It was noted that the RSCDS Glasgow Branch and the General Purposes Committee had not been keen on the idea. Without enthusiastic support this would not be a successful project and therefore it was agreed not to proceed.

Marketing Display

Mrs Walker presented an outline of the proposed display which would be made up of a collage of press cuttings, entitled "What the Papers Say ...". Miss Parker tabled some photographs which might also be used.

It was agreed that coverage of Her Majesty's visit and the President's Reception might also

be included. The final content would be decided nearer the time.

DISPLAY BOARDS

Miss Parker had now received the projected costs for the two types of display boards which Mr Walker had arranged for the previous meeting.

It was agreed that display boards had already been used at a variety of events, including the Press Launch, Summer School, the AGM, and could be useful for future Executive Council meetings. Display Boards and materials should also be available for branches to use at exhibitions and other events.

The quotations were as follows:

aluminium pop-up frame with six panels 2.3m x 3m covered with Velcro material and wheeled drum container - £2,100
six panelled rigid fold away frame 2m x 3m covered with Velcro material with solid carrying case - £980.

The Committee agreed that the pop-up frame would be too costly, but asked that the Finance Committee consider funding in next year's budget for the purchase of the six panel rigid fold away stand and carrying case.

LOCAL MARKETING PLANS

Organisation of Classes

As Mr Harry was unable to attend the meeting and had not submitted a report, this was left to the next meeting.

Membership

Mrs Walker and Mrs Gaul had both submitted information, and this will be circulated to the Committee with the Minutes for consideration

Media Guidelines

Mrs Rosemary Walker (Playfair Walker) had agreed to update this.

STRATEGIC PLANNING SUB-COMMITTEE QUESTIONNAIRE

The Committee were asked to make comment on a draft of the above, which was to be sent to all Branch Secretaries.

PUBLICITY

Mrs Gaul had contacted Playfair Walker re their charges for a publicity campaign to cover the launch of the Society's CDs to accompany the HarperCollins Pocket Reference Book, and Her Majesty's visit. This was likely to be in the region of £1,000.

The Finance Committee were looking at appointing a music distributor and if so, the distributor may take on board some of the marketing for the CDs.

VIDEOS

No further information had been received from the production company which had previously approached the Society for support for a video to promote SCD.

The potential sponsor for the "Historic Dances in Historic Places" video had now decided to withdraw. A further sponsor would need to be sought for the project to proceed.

ARTICLES FOR OTHER PUBLICATIONS

It was agreed that the Imperial Society of Teachers of Dance and the English Folk Dance and Song Society would be approached to enquire whether they would be prepared to publish an article from the Society in their publications.

Details of the 75th anniversary events would be sent to the Community Dance Scotland and Scottish Traditions of Dance Trust organisations.

A request had been received for an article for a new full colour magazine Scots in Australia. Mrs Gaul agreed to draft an article.

A request had also been received for an article on men's dress from the Costume Society. Mrs Gaul agreed to contact MacNaughtons for specialist advice before drafting an article.

1998 BUDGET

It was agreed that a request would be placed before the Finance Committee for funding for the following projects in 1998/9:

- Display Stands
- Public Relations Consultant
- Publicity Material
- Local Marketing Plans
- General Publicity

additional funding would also be required for Web-site updates, and a colour brochure of

the RSCDS merchandise although no quotations were available at this time.

ADDITIONAL COMMITTEE MEMBER

It was noted that Miss Hodgeson was unable to attend weekday meetings, and there were no free weekends when the committee could meet. It was agreed therefore that an additional member should be sought to the sub-committee.

DATE OF NEXT MEETING

The next meeting will take place on **22 May at 10:30 hrs.** Should Finance Approve the appointment of Playfair Walker for a publicity campaign, Mrs Rosemary Walker would be invited to attend the next meeting.

The Royal Scottish Country Dance Society

NOTES OF MARKETING SUB COMMITTEE MEETING

HELD ON FRIDAY 22 MAY 1998 AT 10:30 HRS

AT 12 COATES CRESCENT, EDINBURGH

PRESENT:

Mrs Linda Gaul (Convener), Mrs Pia Walker, Mr Jim Walker and Mr Clement joined the meeting later.

APOLOGIES:

Mr Brian Harry

PRESENT:

Miss G Parker (Secretary) and Mrs Rosemary Walker (Playfair Walker) joined the meeting part way through.

NOTES OF LAST MEETING

The Notes of the last meeting were approved.

MATTERS ARISING

Web site

It was noted that there were no further comments being received on the Strathspey mailing list. The comments had generally been positive and many had already been taken on board. Others such as E-Mail were a more long term project.

Links to other sites were considered and it was agreed that links to Branch sites only would be established in the short-term.

PUBLIC RELATIONS CONSULTANT

Mrs Rosemary Walker had agreed to take on the marketing of The Queen's Visit, the President's Reception, the launch of the CDs, Summer School, and to look into sponsorship for the Society, all for a period of one month at a total cost of £500

Mrs Rosemary Walker joined the meeting for this item.

She advised the committee that while she would be prepared to market each of the above items, it was unlikely that a story could be

achieved from each item. It was more likely that the combined items would make a story.

Queen's Visit

The Public Relations was tied by the Scottish Office and Royal Protocol. While the Society could employ its own photographer it was not supposed to issue its own photographs to the press.

It was agreed that the Society should employ Lesley Donald again but that her remit should be made clear i.e.

- photographs during rehearsal of dancers moving
- The Queen signing the visitors book
- presentation to The Queen
- dancers dancing in the presence of The Queen
- The Queen with anyone connected to the Society

President's Reception

Rosemary indicated that she would like to do a press release indicating the reason for the Reception, the time and place and hopefully this would lead to a feature article on the 75th anniversary. The press would be advised of photo opportunities at both this and other events.

Launch of CDs

It was noted that the Society was currently negotiating with a distributor regarding the Society recordings. It was expected that he would undertake promotion of the launch to the radio stations, shops etc. Rosemary agreed to co-ordinate with him.

Summer School

The full details would be sent to Rosemary. It was noted that "Dancing in the Streets" provided photo opportunities and others could be arranged.

Press Release

Rosemary Walker agreed to write the press release to cover the Queen's Visit, the President's Reception, the CD release and Summer School. She agreed to contact William Crawford regarding the launch of the new CDS. Mrs Gaul agreed to keep in contact with the Director of Summer School regarding the arrangements for publicising the School.

Sponsorship

Following a recent meeting with Her Majesty's Chief Inspector of Schools it was noted that resource materials for schools were now required. A Development officer would be needed to take this project forward. Mrs Gaul agreed to forward a draft of Rosemary's sponsorship letter to each of the committee for approval. It was agreed that approaches for sponsorship were more likely to succeed if there were some personal contact. Each member of the committee should approach 10 companies/organisations with whom they have contact and approach them on behalf of the Society.

AGM DISPLAY

The Finance Committee had approved funding from the 1998 budget for the purchase of display boards.

Mr Walker indicated that he had a contact with an artist who may be able to design new style (modern) line drawings of dancers

VIDEOS

It was noted that Pepperhouse Productions (the company which had approached the Society for support in their production) was still finding sponsorship and it was likely to be some time before the project was underway.

CONTACTS WITH OTHER BODIES

Scottish Traditions of Dance Trust (STDT)

It was agreed that when the Commemorative Book was issued the STDT, CDS and EFDSS would be sent a copy. The Strategic Planning Sub Committee were in contact with STDT and EFDSS to seek their views on the Society

as part of the sub-committee's fact finding discussions.

Costume Society

Mrs Gaul had written an article which had been checked by Mr Clement and was to be published in the Costume Society's next publication.

SCOTS Magazine (Australia)

It was noted that the Chairman had been interviewed for an article in the magazine.

Scottish Memories

It was noted that a freelance writer had submitted an article about the Society to the above magazine. As it was factually correct no objection would be made.

LOCAL MARKETING PLAN

Organising Classes Section

This was deferred to the next meeting

Membership Drive

It appeared that some members of the committee had not received the draft membership papers prior to the meeting. They were asked to forward their suggestions to Pia Walker.

It was suggested that different approaches would need to be taken for

- adults wanting to improve their SCD
- adults wanting to do "celidh" dancing
- children
- those in Scotland
- those in England
- those Overseas

COMMUNICATION

Mr Walker felt that a more widespread communication should be established with current members, lapsed members, club dancers, new-comers, and those whom had no idea they could enjoy Scottish country dancing. This could only be achieved through adopting different strategies for Branches, Affiliated Groups, the general public and the media. The Committee were asked to submit their thoughts to Mr Walker who would come up with a draft.

It was suggested that Branches may appreciate a more personal approach regarding marketing. In the past all the advice from this committee had been issued without an opportunity for them to discuss it more fully. A series of discussions or "Roadshows" for branch officials could be established to seek the views of the branches on marketing Scottish Country Dancing and the Society.

Update of "Into the 3rd Millennium"

Mr Walker agreed to summarise the progress of the Society in achieving the aims set out in this paper.

Some of the achievements (listed according to headings set out in paper) are as follows:

House style

- Standard typeset being established on CD, cassette and other inlay cards

Strategic Planning

- Committee set up to draft 5 year plan

Ideas for local Publicity

- press release guidelines to all branches
- membership drive information being prepared
- class organisation sheet being prepared

Corporate Image

- New style logo for 1998

Leaflets

- just released

Merchandise

- selection of commemorative items

Multimedia Approach

- TV, Radio, Print coverage of launch
- Web sites

Patronage

- Queen's Visit
- President's Reception

Summer School

- Revised Application Form
- Improved Information for Applicants

Public Relations

- Playfair Walker engaged
- Launch of 75th events

Contact with Influential Bodies

- STDT
- Tattoo

Photographic Resource

- photo session held
- before 75th launch

Communication

- display at AGM
- improved Bulletin
- expanded Newsbrief
- AGM Discussion Group
- branch co-operation for 75th rallies

STATIONERY

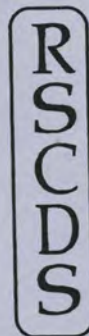
It was noted that the special logo initiated for 1998 would not be used on the headed paper in 1999. Several designs for headed paper and compliment slips were put forward and the committee members agreed to submit their own ideas to the Secretary for circulation prior to the next committee meeting.

ADDITIONAL MEMBERS

It was noted that there was now a need for additional members to join this committee. It was suggested that Heather Cochrane would be asked if she would be willing to return to the committee.

NEW MERCHANDISE

It was suggested that the Finance Committee consider silver Kilt pins similar in design to the RSCDS silver brooch



Postcards for sale at Summer School were also suggested, although it was noted that the

Finance Committee had already rejected this idea as being uneconomic due to the large numbers of cards needed to make the selling price reasonable.

NEW LOGO

It was reconfirmed that there would be no new logo for 1999. The committee agreed to delay decision on whether a new logo for the millennium should be considered.

DANCE QUALIFICATION

It was noted that Dundee College was to establish a course including traditional dance. Mrs Pia Walker agreed to find out further information.

DATE OF NEXT MEETING

The next meeting will be held at 12 Coates Crescent on 18 September at 10:30 hrs

The Royal Scottish Country Dance Society

NOTES OF MARKETING SUB-COMMITTEE MEETING

HELD ON FRIDAY, 18 SEPTEMBER 1998, AT 10:30 HRS

AT 12 COATES CRESCENT, EDINBURGH

PRESENT:

Mrs Linda Gaul (Convenor), Mrs Pia Walker, Mr Jim Walker, Mr Brian Harry, and Mr Bill Clement (Chairman).

IN ATTENDANCE:

Miss Gill Parker (Secretary)

NOTES OF LAST MEETING:

The Notes of the meeting of 22 May were approved.

ADDITIONAL MEMBERS:

It was noted that Mrs Heather Cochrane was unsure of her future plans and they would not be confirmed until the end of October. However, even if she was to move overseas, she had indicated that she would be willing to contribute to the work of the sub-committee.

It was agreed to send the notes of the meeting to Mrs Cochrane and to keep her advised of any developments. She would be invited to attend the next meeting, if available.

It was further agreed to invite Mr Nigel Fairhead to attend part of the next meeting (when he might be available over the lunch period) and to keep him informed of developments. In addition, on Mrs Cochrane's recommendation, the Secretary was asked to contact RSCDS Dundee Branch to ask if one of their members might be suitably "qualified" and prepared to join the sub-committee.

MARKETING DISPLAY AT AGM

It was noted that Mrs Pia Walker was to produce a collage of press coverage over the year. This, along with examples of the new CD covers etc., would be used as a display for the AGM.

Mr Harry agreed to provide the RSCDS Edinburgh Branch display boards for the

archival display which was also to take place throughout the AGM weekend.

PUBLICITY CAMPAIGNS

It was agreed that the publicity received recently relating to the Queen's visit, President's Reception and the Summer School had been quite satisfactory. Playfair Walker had proved to be good value for money getting coverage.

GLOBAL PERSPECTIVE

The Chairman advised the committee that he had received a letter from RSCDS Vancouver Branch requesting reduced subscriptions for overseas members. It was noted that they perceived that the recent publicity campaign had only benefited the UK branches.

The committee agreed that it was necessary to secure a strong base in Scotland in order to be able to expand any such scheme overseas. The marketing campaign had just begun and would have been too costly to proceed on a global scale without first trying it out on a local (UK) basis.

The Society was not only established to benefit the members, but also to educate the public - hence the charitable status. Members, by paying their subscription, were paying towards something they enjoyed not just for the benefit they might personally gain from it.

It was noted that the suggested year planner, showing the various and deadline dates was issued to all branches in January. It was noted with dismay that branches still did not appear to be aware of the timetable.

SPONSORSHIP

Examiners Travel

It was noted that Mr Aitkenhead had been approached by a Fife businessman to ask about sponsorship of Examiners' travel. Mrs Gaul had agreed to provide a Society profile and details of the proposed overseas travel.

Projects

It was agreed that before any companies could be approached to sponsor the Society that suitable project(s) must be agreed.

- **Educational Material for Children**

This to be produced in co-operation with the Scottish Education Department, YSDA and the sponsor, will include book(s), video, CDs etc.

Mrs Pia Walker agreed to produce a project summary

It was suggested that Tom Farmer (Kwikfit), Anne Gloag (Stagecoach), and Audrey Baxter (Baxter's) could be approached to sponsor the above.

- **Support for Musicians**

This would sponsor musicians to attend Summer School for workshops and experience at playing for socials/classes. This support would also cover the cost of board and lodgings.

Mrs Gaul and Mr Clement agreed to produce a project summary

It was suggested that Glenfiddich Distillers, Sandy Grant (Grants Distillers), and the Scottish Arts Council could be approached to sponsor this project.

LOCAL MARKETING PLANS

It was agreed that, at present, the local marketing plan would comprise

Section 1	Press Releases
Section 2	Membership
Section 3	Organising Classes
Section 1A	Press Update

Section 1 had been issued in 1997 and Section 2 would go out in December, Section 3 in January and Section 1A in April. Each would

have a reminder of previous sections already produced.

Membership Drive

Mrs Gaul had produced a shortened version of Mrs Pia Walker's submission and it was agreed that Mr Walker would finalise the content ready for issuing to branches in December.

Mrs Gaul had also drafted an open letter to members from the Chairman which would invite all members to suggest 2 people that could be members of the Society. If both people took up the invitation to become members then the sponsors name would be put into a draw. The prize for the draw would be one week full board and accommodation at Summer School.

Organising Classes

Mr Harry was initially unsure of the benefit of producing this section as it could not relate to all branches, but after some discussion agreed to produce some bullet points for consideration by the committee. This should also encourage branches to communicate with other groups and branches in the area.

INTO THE 3RD MILLENNIUM

Mr Walker suggested that membership was not necessarily a good indicator of the success of the Society. The Society was now a victim of its own success, in that Scottish Country Dancing was now readily available throughout the world without the need to join the Society.

It was suggested that in future there may be two types of membership:

Associate: Receiving Bulletin and A/c only
Full: Receiving Bulletin, A/c, subscription book of dance instructions, and right to wear a Society badge, etc.

It was agreed that this matter should await the outcome of the deliberations of the Strategic Planning Sub-Committee.

WEBSITE

It was noted that through other pressures of work, the sites had not been updated. It was agreed that it was important that the sites were now updated, and that they continued to be updated on a quarterly basis.

The 75th events section would be replaced by a list of Scottish dance events, which would be kept up to date, on behalf of the Society by Mr Jim Walker.

Further amendments were needed to the various texts to ensure that they were up-to-date and the 75th logo would be replaced by the Society "crown" logo. The new releases would also be added to the publications list.

Sections from the promotional leaflet would be added, a News section including the RSCDS UPDATES (sent to branch secretaries) and photographs from the Royal visit and President's Reception. Links to branch websites would be established from the list of branches.

Mrs Gaul agreed to prepare the necessary corrections.

BULLETIN

Miss Parker announced that the Bulletin was just printed and would be available to all members shortly. Any ideas, feedback, or suggestions would be greatly appreciated.

ROADSHOWS

It was suggested that the 1999 AGM Discussion Group could use the question of marketing as the topic for discussion.

GRAPHICS

Mr Walker had received several designs from a graphic artist. Miss Parker questioned how they were intended to be used. If they were to be used for illustrating the dance formations in the books, then they were unsuitable due to the lack of clarity as to which were 1st couple etc. If however they were to be used as simple graphics for illustrating publications etc., then this was something quite different.

Mr Walker agreed to approach the artist to see if there was any suitable replacement for the figures used in the Collins Book.

ADMINISTRATION WEEKEND

It was suggested that the Society should consider running a weekend course to which existing or potential committee members would be invited. The course would cover finance/administration followed by a social dance would be held in the evening. Mrs Pia Walker agreed to formulate the idea.

DISPLAY STANDS

Mrs Pia Walker suggested that more appropriate display stands should be considered for use in the Summer School shop. Miss Parker agreed to investigate.

75TH ANNIVERSARY MERCHANDISE

It was noted that of the 75th items, there was a small mixture of Sweatshirts and Poloshirts still available, 12 Whisky tumblers, 20 Decanters, and 134 Mugs.

AGM PRESS RELEASE

It was agreed that Mrs Gaul, Mr Clement, and Lorn McIntyre would be asked to arrange the press release.

DATE OF NEXT MEETING

It was agreed that the next meeting would take place on 13 November 1998 at 10:30 hrs.

Marketing Update

Issue No. 2

Membership Drives

How to generate interest and increase your membership numbers

How would someone find out about the branch's Scottish country dancing classes if they were considering some new activity? Could they find details as readily as they would about local aerobics or line dancing classes?

Successful branches all seem to do some of the following to **generate interest and give information**.

- Posters, Brochures, Leaflets, Business Cards, Membership Forms

A stock of these is kept available for use, as appropriate, at all classes, social functions, demonstration etc. Significant numbers of those attending events will not be branch members, demonstration audiences may well include potential members.

- Public Image

To keep Scottish country dancing in the public eye, demonstrations at open events with "have a go" facilities have been successful. Similar "come and try before you buy" nights can be productive. Offering short "pre-Christmas party" ceilidh dancing courses can make useful introductions.

- Local Directories

Many local directories have a dancing section in their classification listing. This is where potential members might well look for a contact number. A branch in Scotland has organised a transferable telephone number so that there is a permanent number listed under the branch name.

- RSCDS Leaflets

These were designed specifically to speak to people who had little knowledge of Scottish country dancing, to show them what they might expect to find at a typical class. The stock held at Coates Crescent would be much more productive on the shelves of your local library, school staff rooms, works canteens, medical, sports community and tourist information centres.

- Posters

It is probable that someone in most branches will have access to a computer system capable of producing very professional, colourful images with details of the local activities. These are likely to be most effective if displayed where people stand still! As well as the locations mentioned above, shops, public notice boards and theatres may be appropriate.

see also Marketing Update No. 1

Public Relations - how to get more press exposure for your dancing activities

for more information please write to:

RSCDS, 12 Coates Crescent, Edinburgh, EH3 7AF, UK

Tel: +44 (0)131 225 3854 Fax: +44 (0)131 225 7783

- Local Radio

Many of these have "What's On" features. Making regular contact with details of what's going on has generated on-line coverage. Offer contact with an enthusiastic, bubbly personality to be interviewed.

- Local Newspapers

Some branches achieve coverage by submitting short well-written regular reports of forthcoming events, classes and achievements. Inviting photographers to attend or creating photo-opportunities for them (during the working day, if possible) can be successful. Place advertisements a few weeks ahead of term times (but make other activities year-round events).

- Other Groups

Consider if it is possible to liase with other Groups to your mutual advantage.

- Word of Mouth

All members should be actively encouraged to bring along a friend.

The Royal Scottish Country Dance Society

NOTES OF MARKETING SUB-COMMITTEE MEETING
HELD ON FRIDAY, 13 NOVEMBER 1998, AT 10:30 HRS
AT 12 COATES CRESCENT, EDINBURGH

PRESENT:

Mrs Linda Gaul (*Convenor*), Mr Bill Clement (*Past Chairman*), Mr Alistair Begg, Mr Brian Harry, Mr Jim Walker and Mrs Pia Walker.

APOLOGIES:

Apologies had been received from Mrs Heather Cochrane, Mr Nigel Fairhead, and Mr Alan Mair (*Vice Chairman*).

IN ATTENDANCE:

Miss Gill Parker (*Secretary*)

NOTES OF LAST MEETING

The Notes of the meeting of 18 September were approved by the Committee.

ADDITIONAL COMMITTEE MEMBERS

The Secretary reported that all of the additional members proposed at the last meeting had now agreed to join the Committee. Mr Begg, who had been suggested by Mr Hall of Dundee branch was present at the meeting.

MARKETING DISPLAY AT AGM

Mrs Pia Walker was thanked for the considerable work put into preparing the display for the AGM. It was agreed that the display was appreciated by the members attending the weekend, and the archival display prepared by the Archivist and Dr MacFadyen had also been appreciated.

It was agreed that the 1999 display should be aimed at and about young people. It was agreed that in the next Newsbrief, young people should be asked to submit designs and ideas for their 'wish list' of items. These might include for example badges, certificates, books etc. Mr Begg agreed to prepare ideas for the display.

GRAPHICS

The Society currently produced figures to clarify the dance instructions in some of the books. Mr Walker had contacted the artist to design a more suitable alternative for the current squares and circles used in the figures.

Some designs were tabled, however it was agreed different diagrams may have to be used according to the target audience.

It was further agreed that changing the illustrations in the Collins book was not practical as it was not an RSCDS publication. The artist was invited to submit different designs for use in children's books, and some depicting men wearing trousers.

SOCIETY YEAR PLANNER

It was noted that the Secretary currently issued a reminder to all branches giving details of when forms should be expected and returned.

Mr Walker had been asked to submit a revised version. This incorporated more branch items than the original and it was agreed that this could be issued to branches as an example of good practice.

Miss Parker agreed to revise the original form into a more tabular layout.

COMMITTEE OBJECTIVES

It was agreed to submit a paper to the General Purposes Committee outlining the new objectives of this marketing sub-committee.

This would incorporate the following principles

- aim to get members to contact their local secretary
- make branches responsible for their own affairs
- noting that most members just want to dance
- need 3 different approaches to the membership (Scotland/UK/Overseas)
- consider getting a full membership database at HQ and all that entails (staff, computer etc.)

Mrs Gaul agreed to write to Victoria Wood star of the TV programme "Dinner Ladies" to offer assistance by way of dancers/music to include a SCD element to the show. She also agreed to write to the Radio Times.

LOCAL MARKETING PLANS **Membership Drive**

The final text was agreed for the Marketing Update on Membership which will be issued to all branch secretaries in December. A suitable layout for the Marketing Updates was left to Miss Parker to devise.

Class Organisation

Mr Harry had not brought his ideas for this section of the Marketing Update. He again raised his concerns regarding this section, but the Committee agreed to proceed, but to adjust the title of the Update.

Mr Harry agreed to fax his ideas for distribution to the committee members with the Minutes.

MEMBERSHIP DRIVE

Mrs Gaul advised the Committee that a membership drive letter would be published in the next issue of the Newsbrief. This was a letter asking members to submit the names of two friends that should be a member of the Society. If both people took up the invitation to join the Society the nominating member's name would be put into a draw. The prize from the draw being one week's residential fees at Summer School in 2000.

A letter would be issued to branch secretaries in December explaining the scheme.

WEB SITES

It was noted that the Society web pages were being updated and that the Scottish country dance events in Scotland page was being updated by Mr Walker, on behalf of the Society.

Mr Harry suggested that RSCDS Edinburgh branch may not produce its own dance map in future.

Miss Parker agreed to investigate whether HQ could produce, and distribute a hard copy to those people who could not access the Web.

There was some discussion about use of the Strathspey pages. It was agreed that in some instances this could be useful in contacting a group of people that were interested in dance. It should also be noted that the vast majority of branches and members were unable to access the Web.

CONTACTS WITH OTHER DANCE/MUSIC BODIES

Scottish Traditions of Dance Trust (STDT)
Mrs Gaul had attended the STDT AGM. Many of those present were also members of the Society. It was agreed that there should be greater co-operation between the two organisations. The STDT undertook research into Scottish dance. Many of our members had

a considerable amount of knowledge which had not been documented or recorded. The Society did not appear to publish any research findings.

It was agreed that there should be closer liaison with the STDT.

Scottish Tartans Authority

It was agreed that the Scottish Tartans Authority should be invited to become an Affiliated Group of the Society.

Dance Scotland

It was agreed that the Society would become a corporate member of the organisation at a cost of £30. Mrs Pia Walker agreed to be nominated to stand on the Executive Council of Dance Scotland. All of the Scottish branch details would be submitted for inclusion in the Directory.

National Federation of Music Societies (NFMS)

A request from the NFMS for the Society to join had been received.

It was agreed that the Society should not join this organisation. It was agreed that the music sub committee should be asked if there were any suitable organisations for musicians that the Society should join.

REDEVELOPMENT OF BASEMENT

Mr Clement had invited two architects to look at the HQ building and advise whether it was being put to best use. They had prepared a drawing showing how the basement could be redesigned and modernised to include a world members room, a history room/shop, archival storage area, and administrative storage area. Disabled access could be provided and the internal stair modified.

At the last General Purposes committee meeting it had been agreed that Mr Clement would investigate how to get a feasibility study prepared for the project.

The feasibility study would look at the membership requirements, the demand for facilities, other facilities in the area, and would refer to other organisations. It would also look at where the Society was going, its aims, business plan and what activities it could offer in the future.

Bob Grant agreed to prepare a brief for submitting to the three companies for quotations. The Strategic Planning sub-committee would be asked to provide a mission statement for the Society. These should be ready for submission in mid January.

REVIEW OF AGM

It was noted that there had been several comments at the Open Forum about the Society becoming exclusive. It was agreed that the committee could not change people, but could try to change the image of the Society into a more all-encompassing one.

A letter from a member had expressed concern that a branch was pushing a policy of excluding non-members from a 75th anniversary event.

It was agreed that while members may be offered a reduced price to attend such an event, all dancers should be encouraged to attend. Mrs Gaul agreed to reply to the member concerned and to write to the branch.

MILLENNIUM

It was agreed that the Society's celebrations should cover the whole of the Millennium year i.e. from 1 Jan 2000 - 31 Dec. 2000.

The committee were asked to consider suitable projects for the year and to discuss them at the next meeting. It was suggested that the opportunity should be taken to raise money for a specific project within the Society.
(Wed. Aug. 11 1999 total eclipse 10.05)

ADMINISTRATION WEEKEND

Mrs Pia Walker agreed to present her ideas to the next meeting.

SPONSORSHIP

Mrs Pia Walker Mrs Linda Gaul agreed to prepare ideas for the next meeting. Mrs Walker agreed to consider a suitable sponsorship project for educational material for children. Mrs Gaul agreed to consider a suitable sponsorship project for musicians.

CONVENOR

It was suggested that as Mrs Gaul was now Chairman and was therefore also Convenor of the General Purposes Committee that perhaps someone else should convene this sub-committee.

Mrs Gaul agreed to look into the matter before the next meeting.

MEETING WITH ARTS MINISTER

Mr Harry advised the committee that he had met with Mr Dickson of the Scottish Office. He had also invited the Immediate Past Chairman to attend.

DATE OF NEXT MEETING

The next meeting of the committee will take place on 22 January 1999 at 10:30 hrs.

Note: Mr Harry has not yet submitted his ideas for the classes section of Marketing Update No. 3. This matter will be brought to the next meeting.

The Royal Scottish Country Dance Society

NOTES OF MARKETING SUB-COMMITTEE MEETING
HELD ON FRIDAY, 22 JANUARY 1999, AT 10:30 HRS
AT 12 COATES CRESCENT, EDINBURGH

PRESENT:

Mrs Linda Gaul (*Convenor*), Mr Alan Mair (*Vice Chairman*), Mr Bill Clement (*Past Chairman*), Mr Alistair Begg, Mr Jim Walker and Mrs Pia Walker. (Mr Brian Harry was present for part of the meeting as was Mr Nigel Fairhead).

APOLOGIES:

Apologies had been received from Mrs Heather Cochrane.

IN ATTENDANCE:

Miss Gill Parker (Secretary)

NOTES OF THE LAST MEETING

The notes of the meeting of 13 November 1998 were approved by the Committee. It was noted that immediately following the distribution of the Notes of the last meeting, Mr Harry had provided a paper containing his ideas for the Marketing Update on arranging classes. This update had been issued to all Branch secretaries with the January Newsbrief.

MK99/1. MATTERS ARISING

PR98/1.1. Graphics

Mr Walker reported that he had been in contact with the artist and tabled some further designs. These could replace the circle and square used to depict men and women in the figures within Society publications.

PR98/1.1.1. It was agreed that the designs would be shown to the Publications and Research Committee at their next meeting as an example of suitable figures for a children's book.

PR98/1.1.2. Further suggestions would be sought before any decision could be made for suitable figures for the adult books.

PR98/1.2. Convenor

It was agreed that Mr Alan Mair would convene this meeting in future since Mrs Gaul as Chairman now had a considerable number of other duties to fulfill.

PR98/1.3. Committee Remit

It was noted that the General Purposes Committee at their next meeting was to carry out an annual review of sub-committee remits and personnel.

PR98/1.3.1. The Committee agreed that the remit should be as follows:

- To encourage awareness of the Society
- To continue to revitalise the image of the Society
- To improve communications (by communicating effectively with influential bodies, and members) and thereby encourage new membership.

PR98/1.3.2. The members of the Committee would remain as present with the change of Convenor as indicated previously.

PR98/1.3.3. *At this point Mr Harry resigned from the Committee and left the meeting. He was unhappy at his treatment at the previous meeting and had written to the Chairman to complain. Mrs Gaul had written to apologise. Mr Harry was still dissatisfied, as he had received no public apology. The Committee accepted Mr Harry's resignation with regret.*

MK99/2. LOCAL MARKETING PLANS

It was noted that there had now been three Marketing Updates issued to all branches. The first, on Press Releases was to have been revised, but the Committee felt that it was too early to revisit topics.

PR98/2.1. It was agreed that the next Marketing Update would include information on PPL, MCPS, Copyright legislation regarding photocopying and re-recording music. Mr Mair and Miss Parker agreed to prepare something for the next meeting.

PR98/2.2. Possible future subjects were suggested including:

- Legalities of paying teachers and VAT/PAYE implications
- First Aid, injuries, warming up/down

MK99/3. CONTACT WITH OTHER BODIES

PR98/3.1. Dance Scotland (formerly Community Dance Scotland)

Mrs Pia Walker had been elected onto the Executive Council of Dance Scotland as the RSCDS representative. This body hoped to represent all forms of dance in Scotland including ballet, tap, etc. The aims were stated as being: to get more members, to be the voice of dance in Scotland, to produce a Newsletter for sale to dancers, to hire a part-time co-ordinator and to produce a Dance Directory.

PR98/3.1.1. Mrs Walker was asked to provide a written synopsis of the meeting she had attended in Aberdeen. She was also asked to keep the Secretary informed of any progress and to forward any documentation as appropriate.

PR98/3.2. Scottish Traditions of Dance Trust (STDT)

Mrs Gaul and Miss Parker had arranged to meet with the Secretary and Chairman of STDT to discuss matters of mutual interest.

PR98/3.3. Scottish Arts Council (SAC)

It was agreed that contact should be made with the SAC Dance co-ordinator Shona Irvine.

PR98/3.4. International Dance Teachers Association (IDTA)

Mrs Gaul advised the Committee that the recent issue of the Dance Teacher (the newsletter of IDTA) had contained many articles, but nothing on Scottish country dancing. She reminded the Committee that the Society had provided the syllabus for children's examinations run by the IDTA, and we provided suggestions for examiners. She further advised the committee that Mrs Doris Young (as a teacher) and Bruce Frazer (as Convenor of Examinations Committee and an IDTA recognised examiner) had been asked to submit articles to the Dance Teacher magazine.

PR98/3.4.1. It was agreed that the IDTA should be asked to send in their guidelines for teaching children to the Under 16's sub committee.

At this point Mr Fairhead joined the committee

MK99/4. YSDA

It was noted that the Dance Scottish Worldwide event had attracted at least

100,000 dancers. It was agreed to recommend to the YSDA sub-committee that they apply to Record Breakers to try to have a world record number of dancers dancing on St. Andrews Day 1999.

PR98/4.1. Mr Begg asked that information on the YSDA be sent to him for possible use in the AGM display

MK99/5. SPONSORSHIP

PR98/5.1. Educational Material for Children

Mrs Walker suggested that the Society should consider a project similar to the Scottish Rugby Union's youth section which was purely for marketing, giving and selling merchandise.

PR98/5.1.1. It was noted however that the YSDA were currently considering an educational package for schools. This would contain a book, video and CD for teachers. It was hoped that funding could be found to finance both a trial in schools and the eventual package.

PR98/5.1.2. Cornwall Branch had been involved in a very successful dance marathon with Marks and Spencers Ltd. The Chairman had written to M & S following that event and had included information on the proposed educational resources. M & S had replied indicating that they would be willing to consider sponsorship of such a project..

PR98/5.1.3. Mrs Gaul and Mr Fairhead agreed to put together the proposal.

PR98/5.2. Music Course at Summer School

Muriel Johnstone had outlined a possible project at a recent Publications Committee meeting.

The course could run for a week with all day sessions with the afternoon left to practical work.

Perhaps it could also be organised that one person attending the course could be allowed to play for an item in the Summer School classes at the end of the course, and perhaps at Social events in the evenings.

The costs would include a fee for 2 tutors (+ travel) Summer School staff per session (£25/session), hire of additional piano (B Common Room and Party Room could be used during day).

A session between 5.00 – 5.30pm could be arranged for examination candidates to gain a knowledge of music.

A maximum of 8-12 people could attend the course. The costs would be the same as that for the Summer School with accommodation in the halls of residence. A young person's discount of £50 could be funded from the Kitty McLauchlan Income.

PR98/5.2.1. It was agreed that once the matter had been considered by the Summer School Committee, funding could be sought from various bodies. These included Glenfiddich, Flavour of Scotland, Highlander Music and Rae MacIntosh

PR98/5.3. It was noted that specific projects must be agreed and defined before any sponsor could be approached for funding.

MK99/6. MILLENNIUM PROJECTS

It had previously been agreed that the Millennium celebrations should be held over the full year rather than concentrated on the new year.

PR98/6.1. Members of the Committee were asked to bring ideas for "millennium merchandise" to the next meeting. Mr Fairhead suggested that publicity could be centered round the branches celebrating special anniversaries in the Millennium.

PR98/6.2. It was also suggested that the logo could be adapted with the figures 2000 such as:



PR98/6.3. Suggestions such as limited edition silver cufflinks, brooches, pendants, earrings, kilt pins, using the Millennium hallmark, would be considered again.

Mr Fairhead left the meeting.

MK99/7. PRESS CONTACTS

It was noted that the Society was now regularly being contacted when the press were

looking for interviews, and articles. Contacts since the last meeting included:

- Freelance journalist wanting to submit to Scottish Banner magazine
- National Association of Accordion and Fiddle Clubs
- Scottish Traditions of Dance Trust
- Daily Mail
- Granada TV
- Possible film with Michael Flatley in Budapest.

It was agreed to write and ask Evelyn Hood to send a copy of the article she wrote about Lord Mansfield's ancestors teaching Scottish country dancing at the French court.

MK99/8. ADMINISTRATION WEEKEND

It was suggested that many branch officials had never been to the HQ building and were unfamiliar with the administration requirements of the Society. The proposed weekend should therefore be available to current and future branch committee members. It would cover one day and could include factual guidance and information on how to administer a branch and information on HQ.

PR98/8.1. In order to cater to the overseas branches it was suggested that this could start outwith the UK, with with N. America perhaps tied in to the TAC Summer School.

PR98/8.2. The Secretary agreed to contact TAC to seek their opinion on the principle, whether members would be interested in attending and whether they would prefer to host the first weekend or to wait until the venture was more established.

MK99/9. BULLETIN

A proposed front cover of the 1999 Bulletin was presented by Miss Parker. The Committee approved. She asked their opinion on her suggestion for articles A Postcard from .. and A Day in the Life of ..

PR98/9.1. It was agreed that Mrs Margo Montieth be asked to contribute a Postcard from .. South Africa. Colin Dewar would be asked to write an article A Day in the Life of .. A Dance Band Leader (with emphasis on a day recording for the society).

PR98/9.2. Miss Parker also suggested that an article from a member the same age as the Society may be interesting and it was agreed to contact Mr Dan Blackwood, who had

recently celebrated his 75th Birthday for an article.

MK99/10. MAILING LISTS

Mailing lists for distribution of gratis copies of the Bulletin, Newsbrief, Subscription Copy, and Recordings were agreed.

MK99/11. BUDGET

A budget comprising the following would be requested from the General Purposes Committee

Publicity	£500
Pr Consultant	£1000
Marketing Plans (to include folders etc.)	£1000
Web Site Updates (two updates / year)	£500
General Meeting Expenses	£500
TOTAL	£3,500

MK99/12. DATE OF NEXT MEETING

The date of the next meeting will be March 11 at 17:00 hrs.

THE MEETING CLOSED AT 16:00 HRS

The Royal Scottish Country Dance Society
**NOTES OF MEETING OF MARKETING
AND PUBLIC RELATIONS SUB-COMMITTEE
HELD ON THURSDAY 11 MARCH 1999 AT 17:00 HRS
12 COATES CRESCENT, EDINBURGH**

Present: Mr A Mair (Convenor), Mr W Clement (Past Chairman), Mr N Fairhead, Mrs P Walker, Mr J Walker.

Apologies: Mr A Begg, Mrs L Gaul (Chairman).

In Attendance: Miss G Parker (Secretary).

MK99/13. GRAPHICS:

Mr Mair reported that the Publications had not been completely enthusiastic about the proposed new graphic for use in Society publications. The Committee considered an alternative, making use of shaded boxes and circles, as used by Leeds Branch. They agreed that this appeared much clearer and recommended that the Publications Committee consider use of this style of graphic.

PR99/13.1.1. It was noted at this point that the City of Aberdeen Council were making use of a photograph in the Society's publicity brochure. The Secretary agreed to investigate.

MK99/14. MEETING WITH SCOTTISH TRADITIONS OF DANCE TRUST

It was noted that Mrs Gaul and Miss Parker had met with the Scottish Traditions of Dance Trust to discuss a project currently under consideration by the General Purposes Committee.

MK99/15. MARKETING UPDATE

Miss Parker had drafted an Update containing information on Insurance, Music Licences and Copyright (books and music). After discussion, it was agreed that this may be perceived as too heavy by the branches. It was agreed to reproduce the insurance section only, as the next Update.

PR99/15.1. It was noted that the previous Marketing Updates had been issued as follows:

- | | | |
|----|--------------------|----------|
| 1. | Public Relations | Jan 1998 |
| 2. | Membership Drive | Dec 1998 |
| 3. | Organising Classes | Jan 1999 |

PR99/15.2. It was agreed that this should be regularised so that the branches knew when to

expect one. In future the Updates would be issued in Spring and Autumn.

PR99/15.3. Issue 4 on Insurance would be distributed in Autumn 1999. Issue 5 would contain advice on organising a branch shop. Issue 6 would contain Copyright and music information.

PR99/15.4. Miss Parker agreed to source a suitable member to write the branch shop issue.

MK99/16. SPONSORSHIP

PR99/16.1. Educational Material for Schools

Mr Fairhead and Mrs Gaul had met to consider the presentation of the Schools Pack currently under consideration by the YSDA.

PR99/16.2. Mr Fairhead reported that in order to present the project properly (and in a way that would be likely to gain sponsorship from Marks and Spencer's) professional designers should be engaged.

PR99/16.3. He suggested that costs which had not been considered by the YSDA committee were:

Origination	
Design	£5-600
Artwork	£1,000
Printing	

He also suggested that Jenny Proudfoot, who worked for the National Trust design department, would be prepared to do this sort of project on a freelance basis.

MK99/17. Music Course

Mr Mair reported that the Summer School Committee had agreed in principle to the suggestions that a separate Music Course could be run to coincide with Summer School.

PR99/17.1. Sponsorship for this had still to be considered, but Mrs Gaul was dealing with this. Previous suggestions for sponsors were Glenfiddich, Flavour of Scotland, Highlander Music and Rae MacIntosh.

MK99/18. CHILDREN'S CLUB

The members had now had an opportunity to consider the proposal from Pia Walker that the Society consider setting up a Children's Club. After some discussion, it was agreed that the best way to encourage children was to ensure that they could participate in Scottish dancing at school for free. The Society had to provide information for teachers and schools to encourage them to ensure that Scottish dancing was part of the 5 – 14 curriculum.

PR99/18.1. It was noted that Wendy Dignan was employed within Lothian to ensure that schools covered all areas of the syllabus. Contact with her and others in different regions would be a good first approach.

MK99/19. MILLENNIUM LOGO AND MERCHANDISE

The Committee agreed to seek the views of the membership, via the next issue of the Secretaries Update. It was important however to consider what the logo was to be used for, as this would affect the style of logo that was chosen.

PR99/19.1. Miss Parker had received one quotation for producing an RSCDS logo in silver, however this was expensive and alternative suppliers were being sought. Mr Fairhead suggested approaching the suppliers to tender their own designs based on specified price ranges. Mr Clement suggested that this could incorporate the millennium hallmark as part of the design.

MK99/20. ADMINISTRATION WEEKEND

Miss Parker advised that she had contacted TAC asking their opinion on the proposed Administration Weekend. No reply had been received as yet.

PR99/20.1. It was further suggested that a mutual help group could be established at the Summer School, Winter School and during the AGM weekend. This would mean that the members were already there and would not have to pay to travel specifically to attend such a discussion group. It was not thought likely that members would be prepared to pay to travel to attend a discussion session about administration matters.

PR99/20.2. Mr Fairhead suggested contacting the Scottish Council for Voluntary Organisations (SCVO) as they ran a variety of courses about administering voluntary organisations.

MK99/21. WEBSITE

It was reported that Miss Parker was now trying to update the Society WebPages. The Committee agreed that it was necessary that suitable training was arranged before any editing was considered.

PR99/21.1. It was agreed that the Scottish Events page on the Society web site was helpful. Similar sites including other areas should also be established. These should be maintained by individuals but accessed via the Society web site. A request for people prepared to do this would be included in the next Secretaries Update.

PR99/21.2. Further reminders regarding the seeding of the RSCDS site on the search engines was requested.

MK99/22. PUBLICITY MATERIAL

PR99/22.1. Liverpool Branch

A request had been received from RSCDS Liverpool branch that the Society consider issuing a standard poster for use by branches. This was discussed and the Committee agreed that with the prevalence of computers most branches would have access to suitable equipment to produce something individual to their needs. It was agreed that a selection of simple ideas should be available at HQ for use by branches.

PR99/22.2. Summer School Publicity Poster

The Summer School Committee had this year, for the first time, produced a poster for display in the Tourist Office and library in St. Andrews. The Committee had requested that the Marketing Committee consider a suitable design for use next year at venues around the country.

PR99/22.3. Several drafts were tabled by Miss Parker. It was agreed to consider this further for the next meeting. Copies of the designs tabled to be sent to the Committee members for further consideration.

MK99/23. CALENDAR 2000

Miss Parker had produced a calendar for 2000. (A single sheet of A4 paper with dates, photographs and the Society contact details.) The committee agreed to consider whether it could be of any use.

MK99/24. DATE OF NEXT MEETING
Wednesday, 12 May at 1700 hrs.

The Royal Scottish Country Dance Society
MINUTES OF MARKETING AND PUBLIC RELATIONS SUB-COMMITTEE
MEETING HELD ON WEDNESDAY 12 MAY 1999 AT 17.00 HRS
AT 12 COATES CRESCENT, EDINBURGH

Present: Mr A Mair (Convenor), Mr W Clement (Past Chairman), Mr A Begg, Mrs P Walker, Mr J Walker

Apologies: Mr N Fairhead, Mrs L Gaul (Chairman), Miss G Parker (Secretary).

In Attendance: Mrs L Bates. (Minute Secretary)

MK99/25 MATTERS ARISING

MK99/13.1.1 Graphics:

It was noted that the Publications Committee had agreed to make use of a new style of graphics in future publications. The Leeds branch that had designed the graphic had approved its use.

It was noted that the RSCDS Publicity Brochure was not copyrighted so no action could be taken with regard to the city of Aberdeen Council making use of a photograph from the brochure.

MK99/15 Marketing Updates

MK99/15.3 Marketing Update 4
As the Marketing Updates were to be issued in May and October of each year it was suggested that the date of issue be put on each Update.

Mk99/15.4 Marketing Update 5
Mr & Mrs Baird who run the shop for the Glasgow Branch had agreed to write an article for a future update and it was agreed that this would be useful in helping to promote Society goods for sale.

MK99/31.5 Future Updates
Mr W Clement had been in touch with Dr Mahood, Orthopaedic Surgeon of Dundee. A letter had also been received from a John Guthrie who has an Orthopaedic clinic in Edinburgh and both could be approached regarding an article on sports injuries for a future Update.

MK99/18.1 Youth Issues
It was noted that no approach had yet been made to Wendy Dignan who is employed within Lothian to cover all areas of the syllabus with schools. Mrs Gaul and Miss Parker would deal with this.

The new YSDA newsletter was shown to the Committee. It was agreed that Mrs Gaul would show this to Marks and Spencers when discussing sponsorship.

No further correspondence had been received from M & S regarding sponsorship.

MK99.19 Millennium Products
Mrs Gaul had obtained a quotation for a RSCDS "crown" brooch to be produced in silver. This would be boxed, Millennium hallmarked and engraved 1923-2000 on the back. It was suggested that a limited number of these brooches be produced and each have their own number. It was further suggested that there could be a raffle for the brooch numbered No 1 (if the Society agreed to produce a limited edition).

It was also suggested that a silver kilt pin similarly hallmarked be produced – either using the crown logo or millennium logo on a round style Celtic pin. Mr W Clement would contact Art Pewter for costs for both kilt pin and other designs.

MK99/20 Administration Weekend
An article had appeared in the last Secretaries Update regarding an administration weekend but The Scottish Council for Voluntary Organisations who run a variety of courses had not been able to be contacted yet.

Mk99/21.1 Website
A request for volunteers to maintain Scottish Country Dance Events Websites had been published in the last Secretaries Update. To date no responses had been received. It was noted that all Secretaries Updates are also published on the Web.

MK99/21.2 Website Seeding
Mrs Gaul had agreed to look into this.

MK99/22.3 Summer School Publicity
It was noted that the publicity posters had been passed on to the Summer School Committee for their decision.

MK99/23 Calendar 2000
It was suggested that the Society could look into producing mouse mats with a Society Calendar printed on it.

**MK99/26 MILLENNIUM LOGO
ALTERNATIVE DESIGNS**
An article had appeared in the last Secretaries Update with the proposed Millennium logo. A member had sent in further suggestions and these were considered. It was agreed that the 2000 logo with the crown insert as was originally proposed would be the most suitable. It was

suggested that these logos be shown to the graphics expert previously used. The Committee agreed that this was a good idea.

MK99/27 MILLENNIUM PRODUCTS

It was suggested that as well as the silver brooch and silver kilt pin, cheaper items, all bearing the new 2000 logo, should be stocked. The following were suggested:

- T-shirts (A Begg to find out costs)
- Car Stickers – 2000 Logo and/or slogan
- Baseball caps
- Sports Bags
- Dress/Kilt Bags
- Small document case

In addition an offer had been received from a member for the Society to stock 10 year old Aberlour whisky with personalised labelling with the Society logo etc. at a cost of £16.50 for 75cl bottle. Problems included off-licence, post and packing, duty etc. It was suggested that miniatures of whisky may be more suitable and Mr Mair agreed to look into this.

MK99/28 WEB SITE EVENTS PAGE

The Society continued to link to the Scottish Country Dance events in Scotland page noted by Mr Walker. The Secretary had reported that an additional sentence had been added to the site encouraging people to access it directly without going through the Society site. Mr J Walker intimated that the sentence stating "the website could be accessed via a direct VRL had now been removed.

MK99/29 TORONTO BRANCH MEMBERSHIP DEVELOPMENT REPORT

It was noted that Toronto Branch had produced a marketing development report. This report would be circulated with the next minutes and discussed at the next meeting.

MK99/30 MARKETING MATERIAL FOR DISPLAY BOARDS

The members of the Committee were asked to bring their ideas for marketing material for use on the display boards to the next meeting.

MK99/31 ANY OTHER BUSINESS

MK99/31.1 Laminator

The Committee considered the purchase of a laminator and it was agreed to discuss it further at a later meeting.

MK99/31.2 Telephone Directory Entries

It was noted that a French company had contacted Edinburgh Branch looking for a publicity photograph. It was noted that both HQ and Edinburgh Branch are in phone book and it was suggested that the entry for HQ

be in bolder type and the words "RSCDS Worldwide Headquarters" be used.

It was also suggested that we have an entry in yellow pages and that leaflets/publicity brochures should be given to the Tourist Offices.

MK99/31.3 Agendas

It was suggested that the agenda for the next meeting be e-mailed to the Committee members (fax/posted to those without e-mail) as a pilot scheme to see how it would work - subject to approval.

MK99/31.4 Strategic Plan

It was noted that the Executive Council had approved the draft Strategic Plan. This would now be presented to the AGM in November. While each of the items would have to be discussed by the various standing Committees, the Marketing Committee was happy to advise them.

The Committee was asked to look through the Strategic Plan and be ready to give ideas/help when asked. It was also suggested that the Committee members should generate ideas of their own and that additional members for the Committee should be considered. Some names were suggested but the committee decided to use the time until the next meeting to think of suitable nominations.

MK99/31.5 RSCDS Items

It was also suggested that the Committee looked at ways to promote the sale of the RSCDS items stocked and also at stocking new items for sale and perhaps including these in the bulletin/or producing a new catalogue.

MK99/31.6 AGM Display

Mr A Begg showed the Committee posters that had been done by children to be used at the AGM on the display boards.

MK99/31.7 A leaflet from Top 1000 Charities Book to be passed to Miss Parker to see if it would be of use for fundraising. Also the Dancebase booklet – suggested that RSCDS should be included in this.

MK99/32 DATE OF NEXT MEETING

Thursday 1 July 1999 at 1700 hrs.

List Of Marketing Sub Committee Members (98/99) Contact Details

Please check your own entry, complete and return if incorrect or incomplete.

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The Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY 1 JULY 1999 AT 18:30 HRS
12 COATES CRESCENT, EDINBURGH

Present: Mr A Mair (Convenor), Mrs L Gaul (Chairman), Mr W Clement (Past Chairman), Mrs P Walker, Mr J Walker

Absent: Mr A Begg, Mr N Fairhead

In Attendance: Miss G Parker (Secretary)

MK99/33. MINUTES OF LAST MEETING

The Minutes of the meeting of 12 May were approved by those members who were present.

MK99/34. MARKETING UPDATES

It was noted that the proposals were for the following:

No. 4	May 99	Copyright Issues
No. 5	Aug 99	Insurance
No. 6	May 00	Running a Branch Shop
No. 7	Aug 00	First Aid

It was suggested that a future subject could be "planning a programme".

MK99/35. YOUTH ISSUES

MK99/35.1. YSDA Newsletter

It was noted that the YSDA had issued a newsletter to all groups who had expressed an interest in the work of the YSDA. It was suggested that future issues could be assisted by input from the Marketing sub-committee.

MK99/35.1.1. Mrs Gaul advised that a sponsorship letter was being issued to Highland Spring, Walkers Shortbread and other such organisations who may be interested in sponsoring the educational material, which was shortly to be tried out in several schools in Scotland. It was recommended that as well as the YSDA newsletter a copy of some of the quality RSCDS material should be included as an example of what could be achieved with financial assistance.

MK99/35.2. San Francisco Ball

An article was submitted from the Branch giving details of the children's ball which had taken place. If possible details would be included in the next Newsbrief in January.

MK99/36. MILLENNIUM LOGO

The design for the logo to be used on the millennium products was approved. Mrs Walker agreed to ask a local designer to produce a finished product at no charge to the Society.

MK99/37. ADMINISTRATION WEEKEND

Although the information was in the last Secretaries Update, there had been little response to the suggestion that this should form a discussion group during the AGM weekend. It was proposed that this could be included in the Chairman's talk at Summer School.

MK99/38. LAMINATOR

It was agreed that the Society did not have sufficient funds to warrant the purchase of such a machine. It would be useful to have an A3 laminator should a donation be received to fund such a purchase.

MK99/39. MILLENNIUM PRODUCTS

MK99/39.1. Whisky

Mrs Walker agreed to look into the details of a company offering individualised labels on a range of whisky. Such a promotion would mean that the Society received a commission for each sale while the company dealt with the orders, stock and distribution.

MK99/39.2. Art Pewter

Mr Clement had contacted Art Pewter and had received quotations for two designs of brooch. The Committee agreed that one design incorporating the RSCDS letters in the centre, which would retail at approx. £13.00 should be stocked. It was agreed to purchase a minimum order of 100.

MK99/39.3. Mouse mats

Miss Parker had received quotations from two companies for a mouse mat incorporating the 2000 calendar and contact details for the Society. The mats would retail at approx. £3.00. It was agreed to purchase a minimum order of 100.

MK99/39.4. Postcards

Mr Walker had sourced a supplier of postcards which could retail at 4 for £1.00. The postcards would be taken from photographs supplied by the Society. It was agreed to stock the minimum of 500 postcards. Mr Walker, Mrs Gaul and Miss Parker were asked to make a selection of the photographs to be used.

MK99/39.5. Suit covers

It was agreed to stock the minimum order of suit covers in navy with the normal Society logo printed on the front. These would be purchased for sale in 2000.

MK99/39.6. Car Stickers

It was agreed that a new car sticker should be stocked for the Millennium year which included the millennium logo.

MK99/39.7. Other Millennium Items

It was agreed that the Society would not stock caps or document wallets.

MK99/40. COMMUNICATIONS

MK99/40.1. Website

It was noted that an upgrade was to be made to the Society website with the up-to-date list of branch secretaries. The Secretaries Updates were regularly added to the Society page and a further more comprehensive update was required. Mr Walker agreed to try to remove the URL from being visible on his site so as to encourage browsers to come to the Scottish Events site via the Society site.

MK99/40.2. White Pages Telephone Directory

It was agreed that the Society's entry should be in CAPITALS, in bold and should include the words "world-wide headquarters". It was understood that the approximate cost would be £5 per quarter. The RSCDS Glasgow Branch had requested the Society to put an entry in each telephone directory in Scotland and the Secretary was asked to investigate costs.

MK99/40.3. E-Mail Communication

The Convenor asked the Committee members to ensure that any communication regarding the work of the sub-committee should be copied to the Secretary for information.

MK99/41. RSCDS TORONTO BRANCH REPORT

Members of the Committee had received a copy of the report with the minutes of the last meeting. This matter was left to the next meeting.

MK99/42. MARKETING MATERIAL FOR DISPLAY BOARDS

Members of the Committee had been asked to bring forward suggestions for publicity material. This matter was left to the next meeting.

MK99/43. ADDITIONAL MEMBERS

It was agreed to ask a member with considerable retail experience if he would agree to being proposed for the Committee. Any other nominations would be considered. It was suggested that in order to include the views of people from more remote areas the Committee could investigate ways of making use of technology and perhaps to have a "virtual meeting".

MK99/44. BOOK AND CD PACKAGE

It was suggested that since the Society held large stocks of Books 22 and 23 and had released CDs of them, that an accompanying book should be given to each person purchasing a CD of Book 22 or 23 (either at Summer School, Winter School or for collection by hand from HQ).

MK99/45. PRESS RELEASE

Mrs Gaul advised the Committee that she was issuing a press release to the national papers regarding the release of Book 40.

MK99/46. VIDEO INLAY CARDS

Mrs Walker raised the question of the current video inlay cards. These were designed and produced by staff in house and were not of a commercial quality. The Committee recognised that the quality was not what is found in commercial outlets but agreed that for no additional cost to the Society, the inlays were appropriate.

MK99/47. GUIDELINES TO BRANCHES

A member had written expressing concern that their branch was not sending Society publications such as the Newsbrief to all members. The branch issued such publications to members at class and sent them to members supplying a stamped self-addressed-envelope. The member suggested that Guidelines should

be issued by HQ. The Committee agreed that such arrangements were at the discretion of the branch concerned.

MK99/48. LOTTERY FUNDING

Mrs Gaul asked that leaflets regarding the "Awards for All" funding be made available to all Scottish branches.

MK99/49. DATE OF NEXT MEETING

The next meeting will take place at 12 Coates Crescent on Thursday, 16 September at 17:00 hrs.

The meeting closed at 20:45 hrs

The Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY, 16TH SEPTEMBER 1999 AT 17: 00 HRS
12 COATES CRESCENT, EDINBURGH

Present: Mr A Mair (Convenor), Mrs L Gaul (Chairman), Mr W Clement (Past Chairman), Mr A Beggs, Mr N Fairhead, Mr R Sargent, Mr J Walker, Mrs P Walker.

Mr John Fyfe, representing RSCDS Edinburgh was also present for the first 30 mins of the meeting.

Minutes were recorded by Mr Jim Walker.

Mr Mair introduced Mr Fyfe who would liaise with the Sub-Committee on Edinburgh Branch's AGM arrangements and Mr Sargent who had been suggested as a possible new member of the Sub-Committee.

MK99/50. MINUTES OF LAST MEETING

Those members who were present approved the Minutes of the meeting of 1st July.

MK99/51. CO-OPERATION WITH EDINBURGH BRANCH RE AGM PUBLICITY

Members agreed with the Convenor's suggestion that it would be appropriate to address item 9 on the agenda first.

Mr Fyfe reported that the Edinburgh Branch Communications Sub-Committee considered the 1999 AGM as a unique opportunity for attracting significant publicity. This was to be the Society's 70th AGM, the RSCDS Edinburgh Branch's 75th anniversary and the RSCDS AGM coincided with the advent of the new Millennium and the Scottish Parliament.

As the AGM was effectively an international convention, perhaps other dance traditions could be involved, though time was now too short for 1999. Involving high profile, newsworthy individuals, however, might well be feasible, either at the business or social events.

Dance demonstrations, archival displays, Internet Bulletin Boards and business sponsorship were being considered.

Mrs Gaul expressed the Sub-Committee's enthusiasm to become involved and her suggestion that contact with the Depute Minister of Culture and Sport at the Scottish Parliament might be appropriate was agreed.

The possible involvement of high-profile Scottish musicians (e.g. Clannad) was unlikely in the current time-constrained format of the weekend. Mr Sargent suggested considering a twinning arrangement.

Mrs Gaul will investigate Mr Walker's suggestion that Playfair Walker's Public Relations backing might be useful. Mr Clement's proposal of an approach to Princess Anne will be pursued.

Mr Fyfe agreed that a joint Edinburgh Branch/RSCDS HQ financial arrangement was feasible and will be suggested to his Branch Communications Committee. The Convenor then thanked Mr Fyfe for his time and valuable contribution and he left the meeting.

MK99/52. MATTERS ARISING NOT LISTED ELSEWHERE

MK99/52.1 Sponsorship of Schools Project

Mrs Gaul circulated a copy of the 'Pilot Study for Teaching SCD in Schools' pack which has been distributed directly to teachers at 40 very diverse schools. It was considered to be attractively produced and professional in appearance.

Marks and Spencers had indicated that they do not wish to become involved at this stage.

MK99/52.2 Administration Weekend

Mr Mair reported that this topic had generated virtually no interest when mentioned every week at Summer School. His proposal that it be shelved meantime was accepted.

MK99/52.3 Press Releases - Summer School/Book 40

Mrs Walker was complimented on the very good coverage she had obtained in Fife newspapers.

MK99/53 MILLENNIUM PRODUCTS

MK99/53.1 Whisky

Mrs Walker reported an enthusiastic response to her approach to Mr Steve Poora of the Malt Whisky Association. Further information will be sought. A copy of our Logo will be sent. After some discussion, it was decided that the Society's involvement should be limited to sponsoring a bottled product, albeit a less profitable approach than cask buying, until we can assess our market potential. Mr Sargent will look into the cask-buying implications.

MK99/53.2 Postcards

There had been a complete sell-out of all available copies of the trial postcard based on Jim Walker's photograph of Dancing on The Scores at St Andrews, within a very short time, at Summer School.

Mrs Gaul and Mr Mair had negotiated a satisfactory arrangement with Mr Tim Cockburn, a Pittenweem artist, to reproduce copies of his 'Dashing White Sergeant' and 'Strip the Willow' paintings on postcards. The Society will be able to source batches of 500 cards at the same price as it would cost to order them from our supplier.

Orders for 500 of each of them and 1000 of the 'Dancing on the Scores' cards were approved, falling as they do within the global '£1000 per item, £5000 in total' maxima set by the Finance Committee for Marketing Sub-Committee non-referred expenditure.

It was noted that the first batch of "Dancing on the Scores" cards had not included a credit to the photographer. This would be included in future.

MK99/53.3 T-shirts

Mr Beggs gave a detailed report on his negotiations with the Tay Shirt Company. They had recommended American-recognised brands, 100% cotton material T-shirts. An order for 50 would cost £4.00 each + £1.50 for each imprint (making the screen for which would cost £15.00). 15% VAT is chargeable. Polo-neck shirts would cost £8.50.

It was decided to restrict the choice to only white on blue and vice versa, have a logo on the front only. The T-shirts would sell for £11.95.

There was some concern that the Millennium Logo design produced by the printers had misinterpreted our instructions. This will be investigated urgently and an uncomplicated design selected for the T-shirts.

MK99/53.4 Sashes

There was detailed discussion about the possibility of selling sashes of more modest cost than the current silk range. Although Mrs Gaul had negotiated a competitive price for 60 metres of tartan with a supplier (enough for 150 sashes), and a significant profit was possible, members felt that an outlay of £1800 on a bolt of a single tartan was too risky.

MK99/54 COMMUNICATIONS

MK99/53.1 Web-site

It was agreed that development and maintenance of the Society's web-site was extremely important. As determining and implementing a strategy for such sites requires detailed technical knowledge and a proven ability to articulate the Society's message, two members, believed to have, between them, these capabilities, will be approached.

MK99/54.2 Telephone Directory Entries

Enquiries have established that the 'out-of-area' entries suggested by a Branch would cost approx. £5.00 per quarter per Directory. This was considered too costly to implement. The Branches will be informed of the contact details should they wish to proceed with such an entry.

MK99/55 RETAIL MARKETING

He presented a strategy that he felt might be appropriate for the Society based on his extensive retail experience.

Essentially, he felt that a completely self-contained retail operation should be established, based in shop premises in a tourist-intensive area such as Callander or Perth. While it would sell a wide range of dance-related items from across the disciplines, ranges such as Charles Rennie Macintosh items, whisky etc, would also be appropriate.

Over-the-counter sales, marketing RSCDS goods by mail order, Internet and telephone to members and Branches would all be part of its remit.

The Society could easily offset the 'I don't get value for my subscription' criticism by offering members discounts. Promotional incentives and aggressive marketing to Branches and members could pay great dividends.

The retail operation, which would take over the marketing and distribution of all RSCDS goods, would be run by an appropriately skilled, salaried employee. Members with shop fitting, decorating and other appropriate skills could be asked to help.

Mr Clement endorsed the idea and confirmed that investigations into such an operation at Coates Crescent had been started 5 years ago.

Mr Fairhead's experience was that it was difficult to make a profit on Mail Order business and that our membership numbers were far too low to make it an effective operation on its own. He and Mr Sargent agreed to work on the preparation of a draft Retail Business Plan.

MK99/56 STUDENT HELPERS

Mrs Gaul was aware that St Andrews University students could be seconded to the Society for 10week periods to gain experience in computer based projects. It was agreed that she should pursue this matter with them to offer placements within the Society.

MK99/57 TORONTO BRANCH REPORT

Members were very supportive of the content of this report and agreed that its content and availability on the Internet should be drawn to the attention of Branches.

MK99/58 AGM DISPLAY BOARDS

Mr Beggs reported that he was making good progress with material for this display, on the theme of children's involvement in SCD. Much of it would be original children's work, history of the YSDA and photographs of children.

MK99/59 SUB-COMMITTEE MEMBERS

Mr Mair officially proposed Mr Sargent's membership and this was endorsed wholeheartedly by the members.

Mr Fairhead announced that, unfortunately, he would have to step down as a member of the Sub-Committee because of work commitments, but would continue to work with Mr Sargent on the draft Retail Business Plan. Mr Mair thanked him for his valuable contributions and hoped that we might continue to call upon his wide expertise in the future.

Mrs Gaul re-iterated that we were constantly on the lookout for potential members with the necessary skills and experience to join the Sub-Committee.

MK99/60 ANY OTHER BUSINESS

MK99/60.1 Voluntary Arts in Scotland

Mrs Gaul circulated information about a Seminar and Reception in the Festival Theatre, Edinburgh about the New Scottish Parliament's approach to the Arts. It was agreed that a representative of the Society should attend.

MK99/60.2 Location of AGM

Mr Sargent suggested that consideration be given to locating the AGM outwith Scotland periodically, perhaps every 5th year. The possibility of splitting the function between two venues simultaneously was also raised. After discussion, neither option was considered appropriate at the current time.

MK99/60. 3 Data Protection Act

Mr Fairhead gave details of a revision of this Act next year which would encompass data held in every format, not just computer-based records. His recommendation that information for Branches on the subject be prepared and distributed was fully endorsed.

MK99/60. 4 Summer School Publicity

Mrs Gaul reported that The Kingdom of Fife Tourist Board has indicated that it is willing to co-operate in advertising of events in St Andrews. The Sub-Committee agreed to pursue this with them.

MK99/60. 5 Children's Dancing in Fife

Mr Mair suggested that a video of this hugely successful event involving 11,500 children might be a worthwhile project to consider. Ian Firth, a Fife-based video-enthusiast Society member, will be approached for comments on its feasibility.

MK99/60. 6 Dance Scotland

In response to a query from Mr Clement, Mrs Walker said that she had attended several meetings as the Society's representative to Dance Scotland, but really felt that it was not making any significant progress at the moment.

DATE OF NEXT MEETING

The next meeting will take place at 12 Coates Crescent, Edinburgh on Thursday 11th November 1999 at 17.00.

The meeting closed at 20.15 hrs

The Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY 11TH NOVEMBER 1999 AT 17: 00 HRS
12 COATES CRESCENT, EDINBURGH

Present: Mr A Mair (Convenor), Mrs L Gaul (Chairman), Mr R Sargent, Mr J Walker, Mrs P Walker.

Minutes were recorded by Mr Jim Walker.

Mr Mair opened the meeting at 17.00.

MK99/61. MINUTES OF LAST MEETING

Those members who had been present then, approved the Minutes of the meeting of 16th September 1999.

MK99/62. MATTERS ARISING, NOT LISTED ELSEWHERE

MK99/62/1. Voluntary Arts in Scotland

Mrs Gaul reported on the meeting that she and Mr Mair had attended where the Scottish Parliament's approach to the Arts and the National Cultural Strategy had been outlined.

Mr Sargent and Mrs Walker stressed the need for the Society to ensure that its objectives and presence are clearly known to the appropriate people in this area.

MK99/62/2. Children's Dancing in Fife

No volunteer had been found to co-ordinate a video project on this subject. Mr Mair will assess existing coverage and report back.

Mr Sargent indicated that there was a strong desire among members in the Inverness area to become involved in Children's projects.

Mrs Gaul confirmed that, at this early stage, there had been no response to the 30 packs distributed to school-based individuals.

MK99/62/3. Web Site Development

As no responses had yet come from either Mr Ian Brockbank or Mr Jim Healy to suggestions that they might co-ordinate this project, Mrs Gaul will approach them again.

Various possible initiatives were mooted. There was a clear feeling that members felt that this important communications medium had great potential for the Society and should be investigated thoroughly.

MK99/63. MILLENNIUM PRODUCTS

MK99/63/1. Whisky

Mr Mair reported that there had been no significant developments in this area.

MK99/63/2. Postcards

To date, a total of 380 had been sold - 270 'St Andrews Summer School', 60 'Strip the Willow' and 50 'Dashing White Sergeant'.

MK99/63/3. Other Items

4 Hip Flasks, 13 Silver Brooches, 4 Art Pewter Brooches, 15 T-shirts and numerous Car Stickers had also been sold.

Mr Walker raised the question of writing to the Millennium Logo designer, Mrs Elizabeth Sergeant of Sheffield Branch, thanking her and reporting on its success.

MK99/64. SOCIETY MERCHANDISE

Mr Mair confirmed that the Finance Committee had agreed to grant the Marketing sub-Committee the degree of authority to make non-referred spending decisions discussed at the last meeting.

MK99/64/1. Cross-Stitch Kits

Mr Walker presented a display of cross-stitch embroidery created by Mrs Helen Young, a member of Stirling Branch. There was all-round agreement that bookmark kits, incorporating her excellent, SCD-specific designs, could be popular with members.

As they retail at around £6.00 each in the UK, and are available wholesale at less than half that price, they have the attractive profile of being low-cost items with reasonable profit potential, having universal appeal and being easily posted.

Mr Walker was tasked to look into the cross-stitch market to find a supplier who would produce kits incorporating our chosen designs, without amendment or usurping Mrs Young's copyright.

MK99/65. AGM PUBLICITY

Mr Gaul reported that the invitation to The Princess Royal to attend the Society's AGM had been declined for two reasons - her appointments are organised ahead on a long timescale and she rarely accepts weekend commitments.

It was agreed to consider possible future invitations with these factors in mind. Mr Mair suggested UK Summer or Winter School visits or mid-week event appearances.

Rosemary Walker and John Fyffe had successfully obtained Press coverage for the AGM.

Mrs Pia Walker mentioned the very significant help she had received from Edinburgh Branch members to assemble the 'Children' display at the AGM.

Mr Sargent said that he felt that the current format of the AGM was a greatly wasted opportunity to send out a resounding rallying call at this annual gathering of many of the Society's most dedicated and influential members.

Currently, participants go away commenting only how glad they are that all those boring, pompous and time-consuming proposing and seconding speeches are over. No business AGM would ever be conducted on this basis.

MK99/66 RETAIL MARKETING

Mr Sargent reported that, despite numerous contacts, he had been unable to arrange a meeting with Mr Nigel Fairhead, who had

agreed to work with him to produce a Retail Marketing Plan.

As Mr Fairhead's employer is known to be undertaking major internal re-organisation, members felt it likely that, unfortunately, he would find it very difficult give us much time at present, so we must proceed without his input.

Mr Sargent suggested strongly that the Society should consider using the medium of TV advertising, with a 'Come and Join us' theme, funded both by the Society and Branches, on the 'Speculate to Accumulate' principle.

He felt that the current format of the Price List was very negative and uninspiring - unspecified 'Postage & Packing' charges were very off-putting and new items and discounted goods were not highlighted. Members, not Branches, should get significant discounts, to underline the 'value for money' aspect of Society membership.

Mr Sargent's view was that provided start-up funds were available and that skilled members offered free assistance, a retail outlet/coffee shop/ mail order operation could be established fairly rapidly.

Catering and shop fittings are available fairly inexpensively. Initial stock might cost around £6,000.

Based on a the costs of a salary bill of about £30,000pa for one full-time and several part-time employees, a turnover of around £90,000pa (close to the current figure) may be the break-even point. Significant profitability might be anticipated within 2 years.

All retail and worldwide mail-order functions would be centred at this location and controlled by the retail manager.

Mrs Gaul will initiate enquiries for premises with around 5-600 square feet of floor space in the Perth area.

The National Trust for Scotland will be approached, as they are believed to be actively trimming their portfolio of retail outlets.

Mrs Gaul confirmed that negotiations are continuing with the STDT about a multi-discipline Scottish Dance Centre. It was felt, however, that any retail involvement there would be an entirely separate issue from the one currently being discussed.

MK99/67. ADDITIONAL MEMBERS OF SUB-COMMITTEE

In view of the great pressure of committee work on the Chairman and Vice-Chairman of the Society, Mr Mair proposed that this committee be increased in number with a view to delegating some of the workload. He specifically proposed Mrs Judith McCall, a Society member with extensive business experience, as a candidate. Members agreed that she should be invited onto the committee.

MK99/68. ANY OTHER BUSINESS

MK99/68/1. Branch Retail Activity

As the subject of the next Marketing Bulletin is 'Branch Shops', it was proposed that this topic be introduced to Branches by sending them samples of postcards, accompanied by a letter, which Mr Sargent agreed to draft, raising the question of Branch commitment to retail sales.

MK99/68/2 Junior Badges

Though the supply of these is running down, it was felt that it would be more appropriate to allow the new Youth Director to be involved in re-assessing the design than for this sub-Committee to do so now.

MK99/68/3 Beginner's Packs

Members asking about these have approached Mrs Walker. The current position appears to be that each Branch decides its own approach - there is no 'Beginner's Pack' as such.

MK99/68/4 Dance Scotland

Mrs Walker reported favourably on the drive and enthusiasm of the newly appointed Development Officer. She provided Mr Mair with a list of Charitable Trusts known to have made contributions to Dance Organisations.

MK99/69 NEXT MEETING

The date of the next meeting was set for Thursday 6th January 2000. As the possible inclemency of the weather might make travelling to Edinburgh difficult, Mrs Gaul offered to hold it in her home in Pitlochry. This arrangement was convenient for all member's present.

The meeting closed at 20.10hrs

Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY 6th JANUARY 2000 AT 15:00 HRS
AT MANSEWOOD, PITLOCHRY

Present: Mr A Mair (Convenor), Mrs L Gaul (RSCDS Chairman), Mrs J Maccoll, Mr R Sargent, Mr J Walker, Mrs P Walker.

Apology: Mr Beggs was unable to attend

Minutes: Recorded by Mr Jim Walker.

Mr Mair opened the meeting at 15.00hrs.

MK000/1. MINUTES OF LAST MEETING
Those members who had been present, approved the Minutes of the meeting of 11th November 1999.

MK000/2. MATTERS ARISING, NOT LISTED ELSEWHERE

MK000/2/1. Voluntary Arts in Scotland
Mr Mair reported that because of the very short length of time available, it had proved impossible to arrange for representatives of the Society to attend local public meetings. As the times of any future meetings come to hand, arrangements will be made without delay.

MK000/2/2. Children's Dancing Events
Mr Mair reported that 12,500 children in Fife and 1,500 in Perth had participated in dance events organised by the respective Local Authorities. His presence, and that of Mrs Gaul and other Society members, was greatly appreciated.

Mr Sargent suggested that a 'Whole of Scotland' event, held at a venue such as Murrayfield, be considered.

Mr Mair felt that the most significant problem facing such a project would be finance. The cost and logistics of transport arrangements could be prohibitive. Tayside Region experienced these difficulties even though they had free access to premises, in-house transport facilities and relatively short distances were involved.

Suggestions from Mrs Walker, Mrs Gaul and Mr Mair respectively for promoting the event were to request endorsements of the benefits of the event from schoolteachers, to ask them to make presentations about its advantages and to present Fife Region with a Society Scroll.

Mrs Gaul felt that motivating Local Authorities would be the most effective way forward to stimulate this activity nation-wide. Such a project was clearly within the remit of the Youth Committee and would be proposed to them as a finite project.

Mr Sargent has passed the name of an enthusiastic young Scottish Country dancer to Fiona Turnbull of the Youth Committee and suggested that this should become a standard procedure to give that Committee a bank of useful contacts.

MK000/2/3. Dance Scotland
Mrs Walker confirmed that she had been re-appointed to the Executive of Dance Scotland.

MK000/3. MILLENNIUM PRODUCTS

MK000/3/1. Whisky
Mr Mair reported that there had been no developments in this area.

Mr Sargent raised the question of getting details from another supplier.

MK000/3/2. Millennium Design
Mr Mair confirmed that he had written to Mrs Serjeant of Leeds Branch, expressing the Society's appreciation of the right to use her design.

MK000/3/3. Millennium Products
Mr Mair reported that there had definitely been very significant sales of the silver version of the Millennium brooch - almost all of the stock of 40 sold. It was agreed that an order for complete

replacement of the sold stock should be placed immediately, in time for the UK Winter School.

As there appears to be no easily accessible current stock records system, Mr Mair was unable to give accurate figures on other items.

Mrs Walker recommended that the question of RSCDS postcard sales should be raised with the St Andrews Tourist Office. Mrs Gaul confirmed that previous approaches had proved fruitless as we would be unable to provide supplies at a price profitable to both of us.

MK000/4. RETAILING

MK000/4/1. Retail Planning Progress

Mr Sargent expressed his concern at the slow pace of progress on retail activities and stressed the urgency of meeting deadlines. His suggestion of convening a 'Retail only' meeting was not considered possible at the moment.

MK000/4/2. Stock Records

As stock holdings have, until now, only been required for annual auditing purposes, the re-ordering procedure has lacked strategy.

Members felt strongly that 'current stock' figures should be available at all times to allow informed marketing decisions to be made.

Mrs Gaul will look into the practicalities of carrying out a one-off audit of all current stock and setting up an ongoing record system.

MK000/4/3. Branch Shops

There was general agreement that this was a worthwhile activity for the Society - generating both revenue and 'presence' at local level.

There was general agreement that such shops were only viable at Day Schools, Weekends and other events where there were significant breaks in activities to allow people to browse.

The possibility of creating standard 'sample packs' will be investigated. Physical size and security aspects must be assessed before usage can be planned.

MK000/4/4. Retail Targeting

There was general discussion about the benefits of targeting sales efforts at Branches and/or members directly. As the best way forward might well be influenced by changes to be effected under the Society's Strategic Planning initiatives, no changes were recommended at the moment.

MK000/4/5. Xmas Cards

Mrs Maccoll's suggestion of Xmas cards as an additional product was received enthusiastically.

Mr Sargent gave an assessment of the sales potential and the pros and cons of various distribution channels, including Charity Card shops. Making links with charities such as Dancing for the Disabled was also discussed.

Mr Walker will contact various artists within the Society to get their input on this subject. The target date for having sales-ready items is early July, in time for the UK Summer School.

MK000/4/6. Cross Stitch Kits

Mr Walker reported that Mrs Helen Young had put him in contact with Mr Mike Hockley of M&H Tapestry in Bridge of Allan. He has agreed to assess the viability of producing kits to Mrs Young's designs at a competitive price.

Mrs Young is currently working-up sample patterns so that thread-counts and other aspects can be determined. She will liaise with Mr Hockley and report back soon.

MK000/4/7. Shop Premises

Mrs Gaul's enquiries about the availability of suitable shop premises in Perth had been unsuccessful - there were none available. She had been recommended to consider the possibility of the 'shop within a shop' approach.

This was discussed at length and the general conclusion was that it clearly represented an additional, rather than an alternative outlet to a full shop, to be considered.

The options now appeared to be in-shop merchandising of products with widespread appeal (eg CDs and videos) in as many outlets as possible and a single shop/tea-room/distribution centre located in a tourist centre.

Mrs Gaul will investigate the implications of leasing shop premises known to be available.

There was some hesitation about considering the purchase of premises at this stage.

MK000/5. COMMUNICATION

MK000/5/1. Web-Site

Mrs Gaul reported that Mr Jim Healy has now taken up the position of web-master and is looking at the site's construction and assessing its objectives in detail.

Mr Walker reported on the positive response received for the 'Events in Scotland' listing.

There was some discussion about how the bank of very informed event organisers who contribute information to the site might be encouraged to input suggestions and comments to the Society. This idea will be put to Jim Healy for consideration.

MK000/5/2. Beginner's Pack

Dismay was expressed at the practise of insisting on the complete payment of an entire session's class, Branch and RSCDS fees on the first day of class attendance - a possible outlay of over £60 for a couple compared with perhaps £4 per week at a private class.

There was complete agreement that some form of introductory pack was essential for newcomers, potential dancers and dancing non-members, setting out the benefits of Society membership. All members will submit ideas for consideration at the next meeting.

MK000/5/3. Society Leaflets

Mr Sargent will ask Landmark about the possibility of including the Society leaflet in their packs for Hotels etc.

MK000/6. Next Meeting

The next meeting will be held at 15.00hrs on Thursday 2nd March 2000 at 12 Coates Crescent, Edinburgh.

The meeting closed at 18.30 hrs

Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY 2nd March 2000 AT 15:00 HRS
AT 12 Coates Crescent, Edinburgh

Present: Mr A Mair (Convenor), Mrs L Gaul (RSCDS Chairman), Mrs J Maccoll, Mr J Walker, Mrs P Walker, Mr D Blackwood.

Minutes: Recorded by Mr Jim Walker.

The Convenor, Mr Mair opened the meeting at 15.10hrs.

Apology: Mr Sargent, who was unable to attend, had submitted his apologies.

Mr Mair announced that Mr Alastair Beggs had written indicating that, regretfully, family and business commitments made it impossible for him to continue as a member of the Marketing sub-committee.

His resignation was accepted with regret and there were acknowledgements around the table of the sterling contribution he had made to the sub-committee's work.

Mr Mair welcomed Mr Dan Blackwood who had been invited to attend to help contribute to the debate on the visual appearance of potential retail products

MK000/7. MINUTES OF LAST MEETING

Those members who had been present, approved the Minutes of the meeting of 6th January 2000.

MK000/8. MATTERS ARISING, NOT LISTED ELSEWHERE

No points were raised under this heading.

MK000/9. REPORT FROM GENERAL PURPOSES COMMITTEE

Mr Mair reported that the Marketing sub-committee's suggestion that Fife Region PE teachers be nominated for a Society scroll in

recognition of their great contribution to children's SCD dancing, had been accepted.

MK000/10. REPORT FROM FINANCE COMMITTEE

Mr Mair reported that a discount scheme on book sales had been proposed. It had also been proposed that stock control should be the responsibility of the Marketing sub-committee. Mrs Maccoll agreed to undertake a current stocktaking and report.

MK000/11. REPORT FROM RSCDS/STDT COMBINED MEETING

Mrs Gaul reported on the success of the public meeting held to investigate the possibility of establishing a Centre for Scottish Traditional dance. She had subsequently had a meeting at Coates Crescent with Liam Paterson of the STDT, following which a decision was taken to appoint John Drysdale, director of the new Piping Centre in Glasgow, to Chair the working party.

MK000/12. REPORT FROM PUBLICATIONS AND RESEARCH COMMITTEE MEETING

This Committee was concerned that, in one of its advertisements, Highlander Music appeared to be taking credit for work done by the Society. Their proposal that the Marketing subcommittee should address this issue was accepted.

It was agreed that a carefully-prepared Press information statement/pack should be ready for immediate distribution prior to the public launch of any Society product, service or initiative for which we would like coverage.

To ensure that this was expressed in a way appropriate to particular media, it was suggested that a database of those whom we wished to

target should be compiled. Mrs Walker was tasked to start this project and was authorised to purchase sample copies of publications, to assess their style.

Mr Walker agreed to write trial copy for the approaching launch of the reprint of Book 1 and of Book 41.

Mrs Gaul indicated that Box and Fiddle magazine had requested permission to make use of a Society press article.

MK000/13. MILLENNIUM PRODUCTS

MK000/13/1. Whisky

As there were no significant developments in this area, it was agreed that investigation of potential in this area should now be given a lower priority.

MK000/13/2 Sales Report

Mr Mair gave the following details of the current estimated position.

<u>Item</u>	<u>Bought</u>	<u>Sold</u>
Postcards	1500	421
Pewter Brooches	100	41
Silver Brooches	40	40
Hip Flasks	50	10
T Shirts	60	44
Stickers	650	91

As further orders for 10 Silver Brooches have been received, it was agreed to order a further 40 of these items.

The general feeling was that this range of goods had been successful. The shop at the Scottish Winter School had done well.

MK000/14 POTENTIAL MERCHANDISE

MK000/14/1 Cross-Stitch Kits

Mr Walker reported on his negotiations with M&H Tapestry of Bridge of Allan, provided samples of their proposed design and packaging and a quotation for supplying an initial stock of kits.

It was agreed that kits appeared to have good sales potential, an acceptable profit margin and

that the basic bookmark design was attractive. Mr Walker will take up detailed points with the designers about amendments to the Society logo, the woman's waistcoat and the tartan backing. Provided these can be amended satisfactorily, it was agreed that he could indicate that the terms offered were acceptable. It was also agreed that Mr Walker and Mrs Gaul could jointly make decisions on the design amendments and authorise the placing of an order.

MK000/14/2 Christmas Cards

Mr Walker read out correspondence received in response to approaches made to various individual Society members with known skills in this area and distributed copies of samples provided by them.

There was considerable discussion about the merits of various approaches and general concern expressed about the problems of operating in an intensely competitive market. The costs of designing, producing and packaging quoted by one respondent suggested a prohibitive 50 - 70p per card.

Mr Dan Blackwood input useful practical design points and agreed to work on variations of the theme used for the popular Society notelets for consideration at the next meeting.

MK000/14/3 Birthday Calendars

Members were very attracted to the sample perpetual calendar that Mrs Maccoll had purchased in the Netherlands. It was agreed to refer to them as 'Anniversary Calendars'.

Their great popularity in Holland, but relative obscurity elsewhere, seemed to indicate a product with good potential for sale at a profitable price. Their lack of 'sell-by' date was very appealing.

As each month's page features a single photograph, there was consideration of the possibility of asking members, Branches or groups worldwide to submit photographs featuring SC Dancing against a typical local background.

MK000/15 COMMUNICATION

MK000/15/1 Website

Mrs Gaul reported that Jim Healy was making progress on this front and that the Society had regained control over the site's design.

Mr Walker gave some information about the number of visitors to the 'Events in Scotland' page on the site (approx. 200 per month) and their location (at least 15 different countries).

MK000/15/2. Winter School

The Press Release had produced some unexpected responses.

Marjory Macrae was interviewed, by telephone, by a reporter from the BBC web site.

A photographer who had previously photographed Miss Milligan, took shots at Pitlochry and offered his services at St Andrews.

MK000/16. BEGINNERS' PACKS

It was agreed that the Society should provide Branches with a folder containing perhaps a leaflet, a welcoming letter and a brief summary of its history, achievements, aims and support for members. The pack could then be tailored by Branches to reflect their individual character using local inserts.

MK000/17. DANCE SCOTLAND

Mrs Walker confirmed that, following her re-appointment to the Executive of Dance Scotland, she would be attending an Induction Course with them.

MK000/20. NEW MEMBERS

Mr Tom Notman and Mr John Fyffe were mentioned as possible new members of the Marketing sub-committee.

MK000/19. NEXT MEETING

The next meeting will be held at 15.00hrs on Thursday 11th May 2000 at 12 Coates Crescent, Edinburgh.

The meeting closed at 18.00 hrs

Royal Scottish Country Dance Society
NOTES OF MEETING OF MARKETING SUB-COMMITTEE
HELD ON THURSDAY 11 MAY 2000 AT 3.00PM
AT 12 COATES CRESCENT, EDINBURGH

PRESENT: Mrs J Maccoll (Convenor),
Mrs L Gaul (Chairman), Mr R Sargent,
Mr J Walker, Mr T Notman, Mr A Mair (part)

IN ATTENDANCE: Ms E Gray (Secretary)

Mrs Maccoll welcomed everyone to her first meeting as Convener. She especially welcomed Mr Notman, attending his first meeting, and confirmed that Mr Fyffe had accepted an invitation to join the committee but was unable to attend today.

MK00/20 APOLOGIES
Apologies were received from Mr J Fyffe and Mrs P Walker.

MK00/21 MINUTES OF LAST MEETING
Mrs Gaul informed the committee that there was no progress to report regarding the proposed Centre for Scottish Dance.

In Mrs Walker's absence, there was uncertainty as to whether any progress had been made in compiling a media/publications database.

Mr Walker had agreed to write trial copy for the launch of Book 1 reprint and Book 41, but he had not yet received copies. Ms Gray confirmed that Book 1 was available and that she would get a pre-production version of Book 41 to Mr Walker as soon as possible.

It was agreed that Ms Gray would submit a note to the Publications Committee to ask for proof copy and a copy of the CD for each new publication well in advance of launch so that appropriate press releases can be prepared.

MK00/22 MATTERS ARISING NOT LISTED ELSEWHERE
Mr Sargent expressed some dissatisfaction and frustration with what he perceived as lack of progress in the year he had been on the committee. He felt there was a need for the membership to be encouraged to purchase items, and be shown how that benefits the Society and

them. Mrs Gaul replied that while she understood Mr Sargent's frustrations, things do take time to happen as the structure currently stands. However, the committee now has a budget to work to. She also confirmed that as the Constitution stands, HQ cannot communicate directly with all members, but relies on branch secretaries to pass information on.

It was agreed that members need to be informed about the Marketing Sub-Committee and who served on it, and that this would be done firstly on the website, then in a Newsbrief. It was agreed that a photo of each committee should be taken at its first meeting after the AGM and printed in the January Newsbrief.

Mrs Gaul understood that a Marketing Update on "How to Run a Branch Shop" had been planned. Mrs Maccoll and Ms Gray undertook to find out what had happened with this.

MK00/23 REPORTS FROM OTHER RSCDS COMMITTEES
Mrs Gaul reported that the General Purposes Committee had considered the Marketing Sub-Committee activities at its last meeting and had approved them, and had also approved the nomination of Mrs Maccoll as Convener.

It was also reported that the Finance Committee was satisfied with the proposed budget put forward for 2000-01.

It was confirmed that the budget year runs from 1 July – 30 June. Ms Gray was asked to identify expenditure and commitment for the year to date, and the balance remaining.

MK00/24 SALES REPORT
MK00/24.1 Millennium Products
It was agreed to order another 40 silver brooches for Summer School.

It was agreed to check the sizes of the remaining teeshirts and re-order as required.

It was agreed to check with Mrs Watt if the current stock was thought sufficient for Summer School.

MK00/24.2 **Book Sales**
Mrs Maccoll circulated details of the data she was proposing to collect with regard to stock, and asked for any amendments or suggestions to be with her before this exercise is carried out mid-June. It was agreed that first year data would not be appropriate to collect for the latest books.

It was reported that the Finance Committee had agreed that books which were obsolete and contained inaccuracies had been written off and could be disposed of.

Mrs Gaul also reported that the Finance Committee had asked its members to consider the discounts currently available and possible alternatives, and that it would be appropriate for this committee to consider this also. It was suggested that member's discount and bulk discount be available. Mrs Watt should be consulted about any proposal to abandon branch discounts as we would not want to upset small branches, and it might be possible to have a sliding scale.

It was agreed that there should be a "marketing" page in the Bulletin. Ms Gray also confirmed that a condensed version of the price list will be produced.

It was agreed that for any new items ordered, a fixed price for one year should be acquired from the supplier so that there is no price change over the year.

MK00/25 **NEW PRODUCTS**
MK00/25.1 **Cross Stitch Kits**
Mr Walker updated the committee on the current position. It was agreed that Ms Gray would place an order for 125 kits, the minimum order, at a cost of £340 + VAT. If necessary, a further order could be turned around very quickly. It was agreed that wording on the inside card should include: "Based on an original design by Mrs Helen Young, RSCDS Stirling".

MK00/25.2 **Ideas for Summer School**
It had been suggested that one more display stand and some swivel stands should be acquired for Summer School shop, to display material more effectively. Staff are planning to use order forms for large orders, for collection the following day. The till will be taken so that there only be one cash point.

Once display requirements have been identified, Ms Gray will liaise with Mr Sargent to investigate possible cheap sources of equipment. Mr Sargent offered to help set the shop up on Saturday 22 July.

It was also suggested that some new items for sale at Summer School would be very much welcomed. After discussion, and consideration of costs in the catalogues available, the committee agreed to order the following:

1. Cross Stitch Kits (as in MK00/25.1)
2. Tablet (to be provided by Mr Sargent)
3. Nylon wallets (500)
4. Baseball caps (100)
5. Mouse mats (250)
6. Post-Its (500)

Items 3-4 should have the crown logo with the words "The Royal Scottish Country Dance Society" in a circle around it, as on the calico shoe bags. All should have a white logo on blue, except the Post-Its, which should be dark blue on pale blue. The mouse mats should have the email and website addresses in addition to the logo, and the Post-Its should have the website address.

The total cost of the above will be approximately £2,100. It was agreed that if necessary at Summer School, further stocks could be ordered if required.

It was agreed that a car sticker should be given free with orders/sales over £5.

MK00/25.3 **Christmas Cards**
Mrs Gaul reported that it had not been possible to get good cards cheaply enough. It was agreed to shelve this item for the time being.

MK00/25.4**Whisky**

It was agreed that, because a licence would be required for sale of whisky, this would be shelved for the time being.

MK00/25.5**Anniversary Calendars**

Suggested text was circulated for an article to be included in the Bulletin, Newsbrief and website asking for good SCD photos from branches to illustrate these calendars. Mrs Maccoll and Ms Gray would also prepare a poster for display at summer school. Mr Walker would be happy to take on setting up this project, once the photos have been received.

MK00/26**COMMUNICATIONS****MK00/26.1****Website**

Ms Gray had met with Mr Healy and Mr Brockbank to discuss plans for the website. Mr Healy is reviewing the format of the price list page to make it easier to use, and plans to compile an index of dances, which will link to the various items in which they are contained. It had also been agreed to give "regular" and "member" prices for all items. The news section badly needs updating, and it was recognised that this can only be done when news items are passed on from HQ. It was planned to have photos of the team at HQ with brief details, to be followed by photos of office-bearers, and eventually committees. Links with other sites would also be updated.

There was discussion about a particular website purporting to be an RSCDS site but actually operated by a private individual. It was believed that if RSCDS is being used in the website name only, and there was no other use of Society logo or name in the content, nothing could be done. Mr Walker agreed to investigate further. It was agreed that branches should be asked to confirm their web site is official, if the Society accepts a link to it.

MK00/26.2**Beginners' Packs**

It was agreed that the packs should contain Society material as follows:

- membership application form
- publications list (condensed version)
- promotional leaflet

- a history/information factsheet (Mrs Maccoll and Ms Gray to take forward, based on that produced by Mrs Gaul)
- summer and winter school leaflets and application forms
- copy of the latest Newsbrief
- welcoming letter from the Chairman (Mrs Gaul to write)

These items would be inserted in a folder, and branches could then add whatever else they felt appropriate. It was hoped that these could be ready for use in September. HQ would distribute one copy to each branch to recommend their use for new members, and branches could then purchase further copies. Mrs Maccoll and Ms Gray would identify a realistic cost for these additional copies.

MK00/27**RETAIL MARKETING**

This had mostly been covered elsewhere on the agenda.

Mrs Gaul explained what had been done in terms of locating a possible retail outlet for the benefit of new members of the committee. She confirmed that the situation found at the Pitlochry site is likely to be the same elsewhere, in that leases are very expensive, are usually for 10 years, and the cost can be raised at any time. She still planned to contact Blair Castle and Scone Palace regarding the possibility of a "shop within a shop". It was suggested that any further action on retail premises should be held back until after the organisational restructure is complete.

MK00.28**ANY OTHER BUSINESS**

There appeared to be no guidelines regarding terms of service for this committee's members, and it was agreed this should be clarified. After discussion, the following was proposed, for approval at the next General Purposes Committee meeting:

- members should serve for no more than 5 years, as is the practice for other committees
- the Chairman and Vice Chairman should be members, and one or other, if not both, should attend each meeting

- other members could be co-opted as appropriate
- the number of members on the committee would not be specified, but would be monitored by the Convener
- the past Chairman may attend

It was felt important that other committees are informed of the Marketing Sub-Committee's existence and activities, and that other committee members are welcome to attend the Marketing Sub-Committee meetings if they wish.

MK00/29 DATE OF NEXT MEETING

The next meeting will be held on Thursday 27 July, at 2.00pm, at Summer School. Ms Gray/Mrs Dick to identify and book a suitable meeting room.



JD / LB / EW / KC

The Royal Scottish Country Dance Society

Minutes of Meeting of the Marketing Sub-Committee held on 19 October 2000 at 3.00pm at 12 Coates Crescent, Edinburgh

PRESENT: Mrs J Maccoll (Convenor), Mrs L Gaul (Chairman), Mr A Mair, Mr J Fyffe, Mr R Sargent, Mr T Notman (part), Mr J Walker, Mrs P Walker (part).

IN ATTENDANCE: Ms E Gray (Secretary)

MK00/44 MINUTES OF LAST MEETING
The Minutes of the meeting of 24 August 2000 were accepted as an accurate record.

MK00/45 MATTERS ARISING
MK00/45.1 (MK00/31) Marketing Update
Letters have recently been sent to Perth & Perthshire, London and Oxfordshire Branches requesting assistance.

MK00/45.1 (MK00/35) Cross-Stitch Kits
Mr Walker had approached Mike Hockley regarding whether a new design should be considered; he felt it was a good idea if they were likely to become permanent stock items. Mr Walker suggested that the original could be continued for the next 6 months to see if it continues to sell well, then a new design released at Summer School 2001. He also suggested that some feedback from customers for other suggested designs could be included with each pack.

Mr Hockley had had some interest expressed in the design, and would be happy to sell them on the Society's behalf, with the difference between the wholesale and the retail price going to the Society.

It was agreed that this was an acceptable arrangement.

Other suggestions were that instructions for any letter from A to Z could be included; a new design with the "triumph" hold might be attractive.

It was agreed that new designs for next year should be actively sought now; that a slip inviting suggestions should be attached to each pack prior to the AGM; and that Mr Walker would produce the wording for this.

Following on from this, it was suggested that a more generalised questionnaire to gather information

about what people do buy and would like to buy would be useful. Mrs Walker agreed to devise a questionnaire that could be distributed at the AGM, and perhaps a different one could be used for Branches.

MK00/45.2 (MK00/36) AGM Shop
Mrs Maccoll had been in touch with Ethel Carlyle, who thought the display was a good idea, but was not sure if she would be able to get something organised in time.

It was agreed to write to Perth & Perthshire Branch, to say that this committee would like to have a school-designed display at the AGM next year. This letter should be sent prior to their St Andrews Day event.

MK00/45.3 (MK00/39) Photographs
Mr Walker had now sorted the archive photographs, by category:

- Office bearers
- Scroll recipients
- Summer school
- Branch events
- AGMs
- 75th Anniversary
- Other events

There were very few photographs that could be used for marketing. He felt it was important that there should be archive photos of every event, and that the membership should be told that there is now a system where these can be preserved.

Mr Walker said there were virtually no photos that could be used for press/PR purposes, and that an effort was needed to create a source of these. He had written to the Chairman of Perth & Perthshire Branch asking if he would consider asking people to take photos at their children's dance. An authoritative letter from the Society would be required, and parents would need to be informed that photos taken may be used for publicity purposes.

MK00/45.4 (MK00/42.1)**Legacies**

Mr Fyfe had produced a draft brochure, copies of which were circulated. He suggested that a separate sheet on wills in Scotland, being different, could be produced and inserted where appropriate.

It was agreed that all members would read the draft thoroughly and sent their comments to Mr Fyfe.

It was agreed that Ms Gray should check the wording with a solicitor.

It was agreed that this should be taken to the Finance Committee meeting of 28 October, under Any Other Business.

MK00/46**REPORTS FROM OTHER COMMITTEES****MK00/46.1****Finance Committee**

The Finance Committee had sent a remit for consideration with regard to discounts, which would be considered at the Executive Council meeting in November.

The Committee felt that this proposal was fairer to everyone. There followed discussion regarding the standard of service that was offered; while it is generally excellent in terms of response time, there are still times when items were out of stock. It was suggested that if the Marketing Committee was pushing new stock, there was a need to invest in facilities and resources as well as investing in actual stock.

It was confirmed that with the proposed discounts, if someone ordered over £200 and it was not all in stock, then 15% discount would still be given.

There was no support for the suggestion of offering membership if over a certain amount was spent, but it was suggested that the discount applicable if membership were taken out should be highlighted.

MK00/46.2**General Purposes**

General Purposes Committee had sent a remit regarding the make-up of the Sub-Committee. They had agreed that the precise number of members of the Sub-Committee would not be specified, but no more than 9, including the Convenor, the Chairman, Vice Chairman and Past Chairman, and that five years should be the maximum term. They also agreed that there be representation from the Finance Committee on the Sub-Committee.

It was agreed to respond to General Purposes Committee by saying that the Sub-Committee feel that there are sufficient "members" of the Finance Committee already in attendance, and 3 out of 9 is quite enough. It should be emphasised that the Sub-

Committee needs marketing expertise and a turnover of experts to bring in new blood.

It was agreed that this should also go to the Finance Committee's October meeting under Any Other Business.

There was some discussion regarding a proposed remit Mrs Maccoll had circulated for the Sub-Committee, which was based largely on the note circulated from Mrs Gaul.

It was agreed that all members should read this carefully and send any comments to Mrs Maccoll or Ms Gray to review for the next meeting.

MK00/47**MERCHANDISE****MK00/47.1****Perpetual Calendars**

Some photographs had been submitted for this project, and these were considered. It was agreed that it was important that a range of photographs be used, both formal and informal.

It was agreed that Mrs Maccoll and Mr Walker would approach Bob Lachlan, the Edinburgh Branch archivist, and the Society's archivist, to find out if there were any suitable photographs in either archive.

It was agreed that Mrs Maccoll and Mr Walker would put together their choice of the most suitable 12 photographs.

MK00/47.2**Christmas Cards**

This idea had been shelved for this year because of the cost. However, Mr Walker had discovered an alternative source, costing £195 for 500 or £225 for 1,000, not including envelopes - Loudmouth Postcards. It was agreed that this might be possible for consideration for next year.

It was agreed that Ms Gray should contact the people who produced the postcards, as they may do something similar.

MK00/47.3**Book Stocks and Sales**

Mrs Maccoll had circulated a list of books with dates last revised, sales for the last two six-month periods, and current price. It was noted that all those below Book 37, with the exception of those which had been recently updated, were written off by Finance Committee and would be thrown out. It was confirmed that it costs approximately £6,000 to produce a new book, around the same to distribute it, and that small runs are more expensive. Finance Committee had proposed that all books be sold at £3.00.

It was agreed that once the shelves had been cleared, Books 22 and 23 re-written and the new discount system agreed, the list should be reviewed again. It was pointed out that a couple of years ago, no-one knew these numbers, and it was important that both this committee and Publications made use of the information.

It was agreed that the information on the last revised dates should be publicised to members, particularly teachers, by including it on the website and in a Newsbrief.

MK00/47.4

Other Outlets

Mrs Maccoll had difficulty with this area, as she did not feel herself to be a salesperson. She queried whether there should be a separate group within the Sub-Committee dealing with this issue. Mr Sargent reported that he had visited Jenners, who may be keen, but book things well in advance. He will call again in February or March regarding their summer season. He also had a friend in Peckhams, who may be willing to display Society promotional leaflets. He believed that with Edinburgh Woollen Mill, there was a need to go in with a package and thorough knowledge of prices etc, as prices would have to be competitive.

There was discussion as to whether opportunities or prices need to be identified first. There was a view that a rounded strategy was required on this.

It was agreed that Mr Fyfe, Mr Notman and Mrs Walker would work together on developing a sales strategy. Mr Sargent and Mrs Gaul would be happy to be consulted on this project.

Mrs Gaul suggested Balnain House as another possible outlet to consider.

MK00/48

COMMUNICATIONS

MK00/48.1

Website

General Purposes Committee had received an update on the website from Jim Healy, and this was relayed. Mr Fyfe questioned why there were two web sites, and it was confirmed that the original idea had been to have one for members, and one to catch people just looking for Scottish dance. It was felt that it might now be more appropriate to bring both sites together.

It was suggested that to wait over a year for full electronic trading was too long.

It was agreed that consideration of this aspect should be included in the work of the Sales Strategy group.

It was agreed that Mrs Gaul and Ms Gray should meet with Jim Healy, Ian Brockbank and John Fenningworth.

MK00/48.2

Featured Dances

Some members had identified a list of suggested dances, which were discussed.

It was agreed that the final list should all be RSCDS dances.

It was agreed to pass all lists to Mr Mair to make a final decision.

MK00/48.3

Beginners' Packs

A sample pack had been assembled. The cost of the folder as specified was £500 for 1,000.

It was agreed that possible sponsors for the packs could include Hector Russell, Macnaughtans, Edinburgh Crystal, Edinburgh Woollen Mill, Harveys at Loanhead, MacSweens. It was noted that sponsorship could be done in several ways, eg have a prime sponsor and subsidiary sponsors.

It was agreed that a revised quote should be obtained for a 4-colour folder, with a gusset, without the right-hand fold and with the bottom fold sealed.

MK00/49

ANY OTHER BUSINESS

Mr Sargent presented thoughts and concerns he had about the Society's membership numbers and what this Committee could be doing to reverse the current trend of diminishing numbers.

There was a wide-ranging discussion about membership, branches and affiliated groups, and how branches in particular could be helped to recruit new members. The Committee felt that a low-cost entry option would be a plus from the marketing point of view.

MK00/50

DATE OF NEXT MEETING

The next meeting will be held on Thursday 18 January 2001 at 3.00pm, at Coates Crescent.



The Royal Scottish Country Dance Society

Minutes of Meeting of the Marketing Sub-Committee held on Thursday 18 January 2001 at 3.00pm at 12 Coates Crescent, Edinburgh

PRESENT: Mrs J Maccoll (Convenor), Mr A Mair (Chairman), Mrs L Gaul (Past Chairman), Mr J Fyfe, Mr R Sargent, Mr J Walker, Mrs P Walker.

IN ATTENDANCE: Ms E Gray (Secretary/Administrator)

APOLOGIES: Mr T Notman

MK01/1 MINUTES OF LAST MEETING
The minutes of the meeting of 19 October 2000 were accepted as an accurate record.

It was agreed that the fax containing the views expressed by Mr Sargent under Any Other Business would be attached to the minutes in the official file.

MK01/2 MATTERS ARISING
MK01/2.1 (MK00/49) Membership

It was agreed that this committee's agreement that a low-cost entry option would be beneficial from a marketing point of view should be highlighted in the report to General Purposes Committee.

MK01/2.2 (MK00/45.2) AGM Shop
Mr Sargent expressed some disappointment at the situation, display and opening hours of the AGM shop. It was pointed out that there are constraints in terms of the space available, security and staff.

It was agreed that at future events, it should be suggested to the Branches that they run and staff the shop. A liaison person from this committee would be assigned to work with the Branch and give support and advice regarding siting and display in particular.

Perth & Perthshire Branch are running the shop at Winter School. Mrs Maccoll would contact Tom Notman to ask if he would be prepared to take on this role, and would also contact Jim Healy, who will be running the shop.

A letter has been sent to Perth & Perthshire Branch regarding a possible children's display for the AGM, but no response has yet been received.

MK01/2.3 (MK00/45.3) Photographs
Mr Walker had attended the children's dance at Perth & Perthshire Branch. With cropping, a number of very suitable images had been captured, and he was confident that this could be repeated elsewhere. If formal images were required, trained dancers in a large hall would be necessary. It was confirmed that parents' permission was sought beforehand by Marilyn Healy.

Ms Gray would inform Fiona Turnbull about the photos, as they may be of interest for her Newsletter. Fiona should also be asked what kind of photos would be useful.

A range of photos had been taken at the AGM, for archival record purposes. It was agreed that this should be done at every AGM and other Society event.

It was agreed that an individual and a group photograph should be sent free of charge to each scroll recipient.

MK01/2.4 (MK00/46.2) Finance Committee Representation

It was confirmed that the Finance Committee had accepted the Marketing Sub-Committee's recommendation that no further representation from Finance was necessary at this time.

MK01/2.5 (MK00/48.2) Featured Dances for 2001-02

These had now been finalised, and were:

St Andrew's Fair (J)	Five for 1982
The Laird of Milton's Daughter (J)	Book 22
Blue Bonnets (J)	Book 3
Miss Milligan's Strathspey (S)	Jubilee Leaflet
Balmoral Strathspey (S)	Book 22
The Braes of Breadalbane (S)	Book 21
Fife Ness (R)	Four for 1978
The Music Makars (R)	Book 33
The Buchan Eightsome Reel (R)	Book 21
John of Bon Accord (R)	Book 33

Almost all will be featured on CD transfers to be issued before Summer School.

MK01/3 REPORTS FROM OTHER COMMITTEES

No formal reports or remits had been received from other committees.

MK01/4 COMMITTEE REMIT

The following amendments were agreed to the proposed remit circulated at the previous meeting:

Item 1 – first para to read “To support the branches in gaining and retaining members and promoting Scottish Country Dancing in their own areas for example by”.

Item 2, para c) – to read “initiating and maintaining contacts with appropriate bodies in associated fields”.

Item 4 – to read “To prepare a budget for the above activities and monitor performance”.

With regard to budgets, it was noted that a PR budget needed to be prepared. It was also noted that although this committee did not itself attract income, it could generate profits by increasing sales.

It was agreed that the revised proposed remit would go to General Purposes Committee with the progress report.

MK01/5 LEGACIES

The Finance Committee had considered the draft leaflet on legacies at its meeting in October, and made several recommendations. Further changes that were agreed included: delete references to Summer and Winter Schools, substitute “outreach work”; change “the Society” to “RSCDS” on front page; under Questions & Answers, change “helping to support our work in..” to “helping to support the preservation and promotion of..”; delete date of birth. The Committee felt that the pledge section should be retained, otherwise there would be no way of monitoring the usefulness of the leaflet, but it should be made clear that such a pledge is entirely optional. Once the above changes have been made, legal and tax advice will be sought. A rider could be added to state that information given is applicable to the UK, but for those abroad wishing to make a similar pledge, appropriate legal advice should be taken.

**MK01/6 MERCHANDISE
MK01/6.1 Perpetual Calendar**

Mrs Maccoll and Mr Walker had acquired some photographs from Bob Lachlan and are reviewing those submitted by members. If the calendars are to be available at Summer School, the deadline for having everything prepared would need to be end of May. Mrs Maccoll and Mr Walker will make a decision on the photographs at the end of February.

A specification will need to be drawn up for quotes. Wording/captions should also be prepared. It was suggested that the printers who did the postcards should be approached, and William Culross in Coupar Angus was also suggested.

MK01/6.2 Questionnaire

250 questionnaires were distributed at the AGM, of which 43 were returned, and 56 via the Strathspey server, of which 27 were returned. Detailed analysis was not yet available, but Mrs Walker reported some broad impressions. Firstly, the term “charity” has other implications in the USA, where the term “not for profit” is used in referring to organisations such as the Society. Many people don’t know they can buy goods from the Society.

Mrs Walker agreed to produce the results of the questionnaire before the next meeting.

Mr Sargent suggested minor amendments for the form.

It was agreed that the questionnaires should be distributed at Winter School (coloured pink to differentiate).

Mrs Gaul would ensure that this was done at registration, and a box would be provided for their return. After that, consideration would be given to revising/refining the questionnaire for future use as a monitoring mechanism.

MK01/6.3 Cross Stitch Kits

No feedback or suggestions for other designs had been received.

It was agreed that the remaining kits would be sold at this year’s Winter and Summer Schools, and a new design identified for next year. Ms Gray would include a piece in the Secretaries Update and the website asking for new designs.

MK01/6.4 Post-It Notes

It was agreed to provide a free pack to each Branch secretary in the next output, with a message along the lines of “please use in dealing with your members, and contact us if you would like to order more”.

MK01/6.5 Tee-shirts

Mr Fyfe had a contact for overprinting tee-shirts in small print runs, and a single colour overprint would cost approximately £1.50. It was suggested that we could therefore have a substantial number of tee-shirts printed with just the logo, then add a slogan or other writing for specific occasions like Summer School. “I’m Still Dancing” was suggested.

It was agreed that Mr Fyfe would get quotes for tee-shirts and polo-shirts in dark blue with a pale blue logo on the sleeve (the same logo as the mouse mat & baseball cap), in medium, large and extra large.

MK01/6.6

Tablet

It was agreed that Mr Sargent would supply 2 boxes (48 bars) of tablet for Winter School.

MK01/6.7

Smoked Salmon

Mrs Walker had a contact who was prepared to give the Society commission on sales and the logo on the pack for promoting their product. There was discussion as to whether this was appropriate. It was felt that it might be suitable for the website, but that the site is not yet at the stage where this can happen.

It was agreed that Mrs Walker would ask the company to come up with a written proposal, with details about quantities and commission rate. Mr Sargent would also get comparative quotes from his contacts.

MK01/6.8

Wrapping Paper

It was agreed to establish costs for wrapping paper in the Strathspey tartan for the next meeting.

MK01/6.9

Long Stitch Tapestries

Mr Fyfe and his wife produce complete, framed tapestries with motifs such as thistles, saltires, map of Scotland, Celtic knots.

It was agreed that selling these could be tested at Summer School, on the same basis as other non-RSCDS traders. If they sold well, a contract could be negotiated. Mr Fyfe agreed to produce samples of RSCDS-specific designs.

MK01/6.10

New Products

All committee members were asked to consider any more ideas for new products for the next meeting.

MK01/6.11

Sales Strategy

The team to look at developing a sales strategy had not yet met. This item would be deferred to the next meeting.

MK01/7

COMMUNICATIONS

MK01/7.1

Website

It was reported that Jim Healy had decided to stand back from involvement with the Society's website, due to other commitments. There had been some discussion about what might be done, as it was felt there was still a need to have someone with experience and vision involved in discussions on developing the website to the Society's advantage. The issue would be discussed at the General Purposes Committee meeting in February. A paper outlining areas of responsibility for the website had

been produced, and this would be circulated with the minutes.

There was some discussion regarding "official" responses from the Society to points raised on the Strathspey server.

It was agreed that each case would be considered on its own merits.

MK01/7.2

Beginners' Packs

A revised quote for folders had been received, and the welcoming letter revised. It was hoped that the packs would be ready to go to Branches for next September. Sponsorship would be sought from companies previously listed, and Edinburgh Crystal should be included. Mr Fyfe, Mrs Maccoll and Ms Gray would meet to finalise the wording of letters to potential sponsors, which needed to be carefully tailored.

It was agreed that an application should also be made to the JMMF for funding, in case no sponsorship was found.

MK01/7.3 Marketing Update – Branch Shop

Ian Anderson had sent in a short piece on running a Branch shop.

It was agreed that the Marketing Update should be two pages, with page 1 consisting of information regarding benefits, quantities and profits, and Ian's piece on page 2. Mr Walker and Mrs Walker agreed to take this forward.

Information on display should also be included, and Mr Fyfe agreed to investigate sourcing display racks etc with his Publications Department. A display starter pack/ "shop in a box" was suggested.

MK01/8

ANY OTHER BUSINESS

MK01/8.1

Badges

Costs had been obtained from Akorn Badges.

It was agreed to ask Johan MacLean's permission to produce badges for staff and teachers at Summer School, as a promotion, and orders could then be taken from individuals. Fliers and posters could be displayed in the shop. If Johan's permission is forthcoming, Ms Gray would go ahead with the arrangements.

MK01/8.2

Archive

It was suggested that the archive could be a valuable tool for marketing and promotion, and could generate income if used for commercial purposes. However, it was confirmed that the archive was set up as an open resource for anyone to access. Donations could be given for commercial use. It was also noted that the Publications & Research

Committee is investigating the possibility of putting the archive database on the website.

MK01/8.3

AGM

Mr Sargent reported some negative feedback he had received on the AGM. It was suggested that several things had combined to give non-delegates a feeling of exclusion. The Bulletin had not been available, there were no papers and no Discussion Group information as at previous AGMs.

It was agreed that this information would be made available in future.

These comments were noted and will be passed to the General Purposes Committee. However, it was recognised that issues that relate to communication with members and image were important for this committee to consider.

MK01/8.4

Mailings

It was agreed that mailings to Branch secretaries, Newsbriefs, etc should also be sent to Marketing Sub-Committee members for their information.

It was recognised that sales literature could be made more descriptive and eye-catching.

MK01/8.5

Agenda

It was stressed that any member wishing to have any items discussed at meetings must inform the Convenor or the Secretary in writing at least two days before the meeting. Any items brought up on the day without advance notice may be deferred to the next meeting.

MK01/9

DATE OF NEXT MEETING

The next meeting will be held at 3.00pm on Thursday 22 March 2001.



The Royal Scottish Country Dance Society

Minutes of Meeting of the Marketing & Public Relations Sub Committee held on Thursday 31 May 2001 at 3.00pm at 12 Coates Crescent, Edinburgh

PRESENT

Mrs Judith Maccoll (Convenor), Mr Alan Mair (Chairman), Mrs Linda Gaul (Immediate Past Chairman), Mr Rob Sargent, Mr Jim Walker, Mrs Pia Walker.

IN ATTENDANCE

Mrs June Dick, Mrs Rena Mulholland

APOLOGIES

Mrs J Martin & Mr J Fyfe

Mrs Maccoll welcomed Mrs Rena Mulholland to the meeting. She explained to the Committee that Ms Gray Secretary/Administrator, would no longer be able to continue as Minute Secretary and that Mrs Dick would take over in this capacity. Mrs Maccoll suggested that Mrs Mulholland, ex Secretary of Edinburgh Branch, would join the committee and help HQ staff with the work generated by the committee. This is subject to confirmation by GP.

MINUTES OF LAST MEETING MK01/19

The Committee adopted the Minutes of 22 March 2001 as an accurate record.

MATTERS ARISING MK01/20 MK01/11.1

Braemar Highland Games

Mr Sargent explained that it would not be possible to arrange a stall this year and that a letter of application should be sent for next year. Mr Sargent will get a contact name.

St Andrews Highland Game

No information available on this yet. Mrs Walker will follow up on this matter.

Pitlochry Highland Games

No information available at this time. Mrs Gaul will follow up on this matter.

The Committee agreed that it should be considered again at the September meeting and a

report would be available with requirements for stalls at the above shows.

MK01/15.5

Wrapping Paper

The Committee agreed that quotes would be obtained.

Tartan

The Committee had been advised that the tartan is now available in HQ for sale.

Tablet

Mr Sargent agreed to let HQ have a sufficient supply of tablet in time for Summer School.

MK01/17/2 Dance Scotland

The Committee agreed to postpone a decision on this matter until after the Egm of this group in July.

MK01/17/5 Schools Artwork for AGM

The Committee were advised that this will go ahead and agreed that the artwork should be donated to the Society.

REPORTS AND ITEMS FROM OTHER COMMITTEES MK01/21

The Committee had discussed the possibility of running a raffle during the AGM in Perth this year and agreed this should go ahead.

The Committee agreed to investigate the possibility of obtaining the following prizes and information regarding this is to be brought to the next meeting:

Weekend at the Old Course Hotel – Mrs Walker.
Weekend Break, airline tickets. – Mrs Maccoll.
Case of Wine – Mrs Mulholland.
Voucher from McNaughton – Mrs Gaul.
Falconry at Gleneagles – Mr Sargent.

It was agreed that there should be 3 good prizes and the proceeds should be donated to the Society.

LEGACIES

MK01/22

Mr Fyfe was unable to attend the meeting and therefore there is nothing to report.

MERCHANDISE

MK01/23

MK01/23/1 – Result of Questionnaire

Mrs Pia Walker handed out her report. It was agreed that the Committee would take this with them and any comments they had should be directed back to Pia Walker.

Mrs Walker agreed to produce a similar questionnaire for Summer School this year.

Mrs Walker was thanked for all her hard work on this project.

MK01/23/2 – Anniversary Calendars

This has not yet been finalised as there is a need for more photographs. Mr Jim Walker had put together photographs albums from photographs that had been stored in HQ and it is possible that some of these may be used.

The Committee agreed that Mr Mair, Mrs Maccoll and the Secretary will agree the final product.

The Committee thanked Mr Walker for his help with this project.

MK01/23/3

Other Current Items

Postcards

Mrs Walker described caricature type postcards that she had previously seen displayed overseas and suggest that these could be considered. Mrs Gaul confirmed that they would make a good stock item and the Committee agreed that Mrs Walker should follow this up.

Car Stickers

The Committee had been advised that these were now out of stock and it was agreed that new quotes would be obtained.

Kilt Pins

Mr Sargent had brought jewellery brochures to the meeting and suggested that the Society could buy good quality items fairly cheaply with and without the Society logo.

The Committee discussed the possible market for jewellery and agreed that Mr Sargent should put together a proposal for buying good stock, that the Society can afford, to include a kilt pin and brooch.

MK01/23/4 – New Items

Water Bottles

The Committee agreed to get quotations for water bottle containers.

Smoked Salmon & Trout

The Committee agreed that order forms should be provided by the Company and available at Summer School. All orders would be sent direct to the Company and distributed by them.

Mr Sargent agreed to follow this up with the Company.

Tee Shirts

Mrs Walker had provided quotations for the above and the Committee agreed that these should be available at Summer School.

It was agreed that we would take white and blue Tee shirts only and a small supply of samples would be available in the Summer School shop.

The Committee asked that Mrs Walker finalise arrangements and costs with the manufacturer. Once this information is available order forms will be produced by HQ and placed with the sample Tee shirts in the Summer School shop.

Christmas Cards

The Committee discussed this and would like to go ahead with the project, although it is too late for this year.

It was agreed that we will go ahead for next year and the Committee had been asked to bring ideas for Christmas Cards to the next meeting.

Bookmark

Free samples of bookmarks had been sent in to HQ and it had been suggested that they could be produced cheaply and showing dates for future Summer, Winter Schools and any other events. It was envisaged that these would be given out free on registration days and perhaps included with a new members pack.

The Committee discussed this idea and agreed that quotes should be obtained and that the bookmark should show website address, HQ



The Royal Scottish Country Dance Society

*Minutes of the Marketing & Public Relations Sub Committee
held on Thursday 6 September 2001 at 3pm
at 12 Coates Crescent, Edinburgh.*

PRESENT

Mrs Judith Maccoll (Convenor), Mr Alan Mair (Chairman), Mr John Fyfe, Mr Tom Notman, Mrs Rob Sargent.

APOLOGIES

Apologies had been received from Mrs Linda Gaul (Immediate Past Chairman), Mrs Jean Martin (Vice-Chairman), Mrs Rena Mulholland, Mrs Pia Walker, Mr Jim Walker.

MINUTES OF LAST MEETING

MK01/28

The Minutes of the meeting of 31 May 2001 were adopted as an accurate record.

MATTERS ARISING

MK01/29

Christmas Cards

MK01/23/4

After some discussion it was agreed that given the limited market and small numbers likely to be sold, it would not be possible to produce a good quality card at an economic price and therefore this idea will not be pursued.

Cross Stitch Kits

MK01/25

Mr Jim Walker reported that he had spoken to the suppliers who had dealt with the complaint received to the satisfaction of the customer.

REPORT FROM OTHER COMMITTEES

MK01/30

No relevant items have arisen from other committees.

LEGACIES

MK01/31

Mr John Fyfe had made the changes to the proposed text as suggested by members of the committee and will forward the revisions to HQ to be checked with the legal adviser.

AGM RAFFLE

MK01/32

The legal situation concerning running a raffle was explained and it was agreed not to apply for a licence on this occasion. However, this

could be worthwhile in the future if the raffle is a success.

Tickets will be sold during the day on Saturday and at the dance on Saturday evening, subject to the agreement of Perth & Perthshire Branch. Mrs Maccoll will arrange a rota of ticket sellers during the day and tickets will also be on sale at or near the shop.

Two prizes have been confirmed. KLM tickets and a falconry course for 2 at Gleneagles. Mrs Gaul is waiting to hear from McNaughtons and there was no information on the hotel at St Andrews due to the absence of Mrs Walker. KLM will be asked to provide promotional material.

Tickets will be sold at 50p for a strip of 5 and these will be separated before the draw. The Chairman of the Society and the Chairman of Perth & Perthshire Branch will be asked to make the draw during the evening dance at a suitable time to be arranged with the Branch.

HIGHLAND GAMES

MK01/33

No detailed information was available for the cost of stalls at the various games suggested at the previous meeting, but Mr Sargent provided a contact number for Braemar.

There was discussion on the ways these events could promote Scottish Country Dancing such as giving a cup for children demonstrating country dancing.

It was agreed that the local Branches should be encouraged to use such activities in their areas to promote dancing.



The Royal Scottish Country Dance Society

MARKETING AND PRODUCTS

MK01/34

Mr Sargent expressed disappointment that only a few items from the range he had proposed for sale in the Summer School shop had been available.

It was explained that there is a limited budget available to the committee for purchases without approval of the Finance Committee and it had not been possible to get such approval in time for Summer School.

There was a lengthy discussion on the type of products which should be available and it was agreed that the main barrier to increasing sales was the impossibility of direct contact with ordinary members.

The Committee agreed that ideally each member should be mailed regularly with a catalogue of products allowing them to see the complete range of items in stock.

Following this discussion, it was agreed to convene an additional meeting of the Committee for the sole objective of discussing the marketing of dance.

CURRENT MERCHANDISE MK01/35

Summer School Sales MK01.35/1

Final figures are not yet available from Summer School but first indications are that sales were satisfactory given that there were fewer numbers attending this year.

Thanks were due to the committee members who organised the new products.

It was suggested that the shop could be open longer and that there were further opportunities for selling i.e. tablet. It was suggested that this could be sold along with drinks at the Younger Hall.

Anniversary Calendars MK01/35/2

The Committee had been advised of the problems associated with the anniversary calendar and the final product was shown to the members. It was agreed that this was

unacceptable and that this should be made clear to the supplier.

The lack of time available to research a suitable product was the reason and it was agreed that this committee should learn from this in preparation for any future new initiatives.

Sales Strategy MK01/35/3

This item was postponed until the next meeting.

COMMUNICATIONS MK01/36

Web Site MK01/36/1

There was no new information regarding this item.

Beginners Packs MK01/36/2

No action has been taken but this is now a priority for the coming months.

Dance Scotland MK01/36/3

This will be discussed at the next meeting.

ANY OTHER BUSINESS MK01/37

The new version of the Strategic Plan for the Society was briefly outlined and it was agreed that the papers should be circulated to all members of the committee.

This subject will be included in the additional meeting already agreed to discuss the promotion of the dance.

DATES OF NEXT MEETINGS

MK01/38

The next ordinary meeting will be held on Thursday 17 January 2002. The additional meeting to discuss the promotion of dance and the Strategic Plan will be held on Thursday 8 November 2001.

Both meetings to begin at 3pm.



The Royal Scottish Country Dance Society

Minutes of the Marketing & Public Relations Sub Committee held on Thursday 8 November 2001 at 3pm at 12 Coates Crescent, Edinburgh.

PRESENT

Mr Tom Notman (Convenor), Mr Alan Mair (Chairman), Mrs Jean Martin (Vice-Chairman), Mr John Fyfe, Mrs Rena Mulholland, Mr Rob Sargent, Mrs Pia Walker.

Mr Mair explained that Judith MacColl unfortunately had to resign as Convenor. With the agreement of the General Purposes Committee Tom Notman took over. Mr Mair welcomed Tom and thanked him for taking over the position.

APOLOGIES MK01/39

An apology had been received from Mrs Judith MacColl.

MATTERS ARISING MK01/40 Legacies MK0/31

Mr Notman asked if this has progressed and Mr Fyfe produced a draft for approval. He advised that the leaflet had been based on other charity leaflets.

The Committee agreed that The Secretary should pass this to the Lawyer for approval and once this had been gained, the General Purposes Committee would then discuss the matter.

Beginners Pack MK01/36/2

Mr Fyfe advised the Committee that this was still ongoing. Mr Notman asked that Mr Fyfe produce something for the Committee in time for first meeting in 2002.

MARKETING DANCE MK01/41

Mr Notman asked the Committee for the definition of 'marketing'. After discussion the Committee agreed that it should mean

more than just the marketing of goods. The following ideas were discussed:

- More effort in marketing the Society.
- 2 pronged issue – goods and marketing
- All brands have to be corporate – leaflets, brochures etc. These should all have the ability to encourage people to pick them up and read them.
- Price list should be upgraded to catalogue quality.
- Imaging important although should be flexible.
- A big event, with adequate media coverage.
- Pro-actively encourage newspaper articles/adverts.
- World day/month of dance.

The Committee agreed that it was worth pursuing the possibility of a world day/month of dance, and it was further agreed that Rob Sargent will produce an outline for approval by the General Purposes Committee

Mr Sargent had presented a BBC radio package that had been played to children in schools, to encourage SCD, he thought this would be a way forward.

Mrs Martin advised him that the Youth Committee already had this in hand with their dance Scottish Pack, which is in effect an updated version. Mrs Martin also advised that the Youth Committee were already planning a promotional event for this item.

The Committee had been advised that this was already very popular in schools.

STRATEGIC PLAN MK01/42

This matter was discussed in detail and the Committee agreed the following:

1. Image & Culture

- 2001/2 - Investigate the implementation of corporate image.
- 2002/3 – Guidelines to branches regarding the above.
- Investigate the possibility of graphic students to do project on corporate image.
- 2005 Market research.

2a. External Communications

- Pro-actively promote SCD in media.
- Encourage branches to promote SCD in media.
- Guidelines available on correct procedure.
- Pack for branches – information on how to achieve the above and also how to set up simple web page.
- Involve other professional bodies for assistance.

2b. Internal Communications

- General Purposes Committee to take this on board with the assistance of this Committee.

3. Membership

- Day/month of dance to promote SCD and Society for 2003.
- Produce brochure instead of price list.
- Web access for purchasing
- Web access for downloading forms

4. Youth

- Liaise with the Youth Committee on Day of Dance 2003.

5. Branches

- Encourage all Branches to circulate information sent from Headquarters to their membership.
- Encourage sales tables at dances.
- Produce centrally generic posters for their dances.

6. Affiliated Groups

- Provide general publicity
- Produce centrally generic posters for their dances.

7. Education & Standards

- Promote Summer/Winter/Youth Schools.
- Investigate other means of publicity.

8. Research

- Mr Notman to investigate the possibility of training in public relations.

9. Administration

- Improving links between Headquarters and Branches.
- Increasing skills for staff – PR training.

10. Finance

- Strategy for developing income streams – sponsorship/grants.

ANY OTHER BUSINESS MK01/43

There was no other business.

DATE OF NEXT MEETING MK01/44

17 January 2002 at 3.00pm



The Royal Scottish Country Dance Society

Minutes of the Marketing & Public Relations Sub Committee held on Thursday 18 January 2002 at 3.00pm at 12 Coates Crescent, Edinburgh.

PRESENT

Mr Tom Notman (Convenor), Mr Alan Mair (Chairman), Mrs Rena Mulholland, Mr Rob Sargent, Mrs Pia Walker.

Mr Notman welcomed everyone to the meeting of the new year and wished everyone a successful dancing year.

MK02/01 APOLOGIES

Apologies had been received from Mrs Jean Martin (Vice-Chairman) and Mr John Fyfe.

MK02/02 MINUTES OF LAST MEETING

The minutes of the meeting held in November had been approved.

MK02/03 MATTERS ARISING

MK01/31 Legacies

The Committee were advised that the draft legacy leaflet provided by Mr Fyfe, was with the Lawyer. Unfortunately a reply was still awaited.

MK01/36 Beginners Pack

As nothing had been provided for this meeting, Mr Notman agreed to contact Mr Fyfe and offer assistance.

Mr Notman advised the Committee that this was urgent and he hoped it would be available for Summer School this year.

MK01/41 Day of Dance

Mr Sargent had provided the Committee with a proposal for a universal Day of Dance for 2003. Mr Notman thanked him for his efforts and reminded the Committee that we should liaise with the

Youth Committee who had already started work on this event.

After discussion the Committee agreed that a copy of Mr Sargent's proposal should be remitted to the Youth Committee with a suggestion that Mr Sargent liaise with them and together prepare a report to go to General Purposes Committee.

MK01/23/4 Christmas Cards

The Committee gave this further consideration and agreed not to go ahead at this time.

MK02/4 REMITS FROM OTHER COMMITTEES

MK02/4/1 Publications & Research

Some time ago a remit had gone to the Publications & Research Committee suggesting that we sell other types of CD's eg Irish, Country etc. The Publications & Research Committee had replied that as this type of music was readily available in other outlets, it would be unlikely that we could compete on price.

Mr Sargent explained that his proposal had been submitted quite a while ago and was suggested in conjunction with the opening of a retail outlet.

Mr Sargent believed that the Society was not pursuing the retail market properly by not offering different types of music to its members.

Mrs Walker suggested that the Society consider making an easy listening CD or promoting Colin Dewar's CD.

MK02/4/2 Youth Committee

A remit had been received from this Committee asking for assistance and suggestions on how to promote "dance Scottish" to the national media.

The Committee were informed that flyers had gone to all Scottish Schools and PE departments, and all Directors of Education, PE Advisers and Head of all independent schools in Scotland.

The Times Education and Supplement (TES Scotland) were publishing an article on the pack and once this was available it should be copied and sent with a press release and flyer to all major news desks.

MK02/5 MARKETING & ADVERTISING

MK02/5/1 Hamlyn's

Mr Mair advised the Committee that Hamlyn's (porridge producers) had been in touch with the Society with a view to sponsorship. After discussion Hamlyn's offered the sum of £2,000.00 to go towards the Society's schools.

Various other suggestions had been submitted to the Committee regarding sponsorship and advertising, and after discussion Mr Notman suggested that before we begin the process of finding sponsorship, we really need help from a professional PR person.

MK02/5/2 Sports England

A letter had been received from Sports England regarding an initiative they were holding. The project was initiated to assist subscribed Divisional member organisations with the production of printed promotional materials that could accurately reflect their organisation's message in a clear and concise way. We had to make a submission by 3rd January 2002.

Unfortunately, because of the holiday period it had been received too late for the Society to participate, however we have

managed to get the business plan template that will be of use to the Society.

MK02/5/3 Scottish Arts Council (SAC)

Mrs Walker had met with Cindy Saghrue from the SAC and highlighted areas where we required assistance. The Committee thought it would be an idea to invite her to the next meeting where she may be able to assist us in finding out what funding may be available from the SAC and also assistance in PR work.

MK02/6 STOCKS

Updates of the accessory stocks had been made available to the Committee.

The management of stock was discussed in details and the Committee agreed that we need to encourage Branches to push sales to their members and to make sure their members are aware of the items we have for sale at HQ.

It was pointed out that all Branch Secretaries received 3 price lists per year, but was noted that this may not be reaching the membership.

Mr Sargent pointed out that what we really need is a shop independent of HQ with a fully qualified staff to run it. He thought that because of the way sales are handled at the moment, we should forget the retail side of the Society.

Mrs Walker suggested that photographs of goods available should be on the net and agreed to contact Ian Brockbank in this connection.

It was agreed to look at ways to improve the shop area at Winter School. The Committee were advised that this was already in hand.

It was unclear whether there would be a shop at Easter School and Mrs Walker offered to take goods and sell them at Winter School. This offer would be

passed to the Youth Committee for consideration.

MK02/7 ANY OTHER BUSINESS

MK01/7/1 AGM strategy

A letter had been received from Mr Gordon McRuvie regarding the AGM in Perth in 2001.

He highlighted many points relating to sales and suggestions for future AGM's. The letter would be passed to Aberdeen Branch for their consideration. Once a reply is received from the host Branch, it will again be given consideration by this Committee.

MK02/7/2 Strategic Plan

Mr Notman advised the Committee that a great deal of discussion had taken place regarding the Strategic Plan but was pleased to say that all proposals had been accepted by the Strategic Sub Committee.

Regarding the market research query the Committee had been advised that it should be mainly internal but should include all affiliated groups.

MK02/7/3 PR Training

Mr Notman advised the Committee that he and Mr Jimmy Spankie had met regarding training and this was ongoing.

The Committee enquired if the SAC would provide funding for this training.

MK02/7/4 Mr J Walker

Mr Sargent enquired whether a letter of thanks and acknowledgement had gone to Mr Walker on his retirement from this Committee. The Secretary advised that a letter had been sent.

MK02/7/5 AGM Aberdeen

Mr Sargent enquired whether Aberdeen school children would be painting pictures for display at Aberdeen this year. A letter would be sent to Aberdeen Branch with this query.

MK02/8

DATE OF NEXT MEETING

The date of the next meeting was agreed and will be held on 14 March 2002 at 3.00pm.



The Royal Scottish Country Dance Society

*Minutes of Marketing & Public Relations Sub Committee
held on Thursday 14 March 2002 at 3.00pm
at 12 Coates Crescent, Edinburgh*

PRESENT

Mr Tom Notman (Convenor), Mrs Jean Martin (Vice Chairman), Mrs Rena Mulholland, Mr Rob Sargent, Mrs Pia Walker.

An invitation had been extended to Ms Judy Savin to attend the meeting and this had been accepted.

MK02/9 APOLOGIES

Apologies had been received from Mr Alan Mair (Chairman) and Mr John Fyfe.

**MK02/10 MINUTES OF MEETING
OF 18 JANUARY 2002**

The Minutes of the meeting on 18 January were accepted as an accurate record.

**MK02/11 MATTERS ARISING
MK01/31 Legacies**

The Society's Solicitor had been asked to check over the draft document and his reply will be forwarded to John Fyfe. After the recommended amendments the Assistant Secretary will contact the printer.

It was suggested that the legacy form could be advertised in the Secretaries Update, Bulletin and also sent to Branch Secretaries for information.

MK01/41 Day of Dance

A remit had been received from the Youth Committee advising that they were well advanced with plans for a children's event along the same lines as suggested by Rob Sargent.

The Committee discussed the proposal further and agreed to recommend to General Purposes that Mr Sargent's proposal for a day/week/month of dance should be considered for the 2003 AGM.

Once a response has been received from the General Purposes Committee further plans can be made.

MK02/5/1 Hamlyn's

The Committee were advised that a remit had been received from the General Purposes Committee advising that the sponsorship from Hamlyn's amounting to £2,000 could be used to buy PR time. It was however stressed that an individual with a good track record in an organisation similar to ours must be used.

MK02/6 Youth Committee

Mrs Walker advised the Committee that she had been in touch with the Youth Committee regarding a shop as their Easter School.

The Committee heard that space was limited in the Youth Hostel, but they would work something out and it was possible that the shop could go ahead.

Mrs Walker will liaise with the Youth Committee on this matter.

**MK02/4/1 Publications & Research
Committee**

A remit had been received regarding our query about making an easy listening CD or promoting Colin Dewar's CD.

The Publications & Research Committee advised that the Society had a niche market and that there were sufficient suppliers of this type of music. This type of CD is not a priority for the Society.

MK01/7/1 AGM Aberdeen

A letter had been sent to Aberdeen Branch suggesting they give consideration to widening the area for sales so that Branches can be given the opportunity to sell their goods.

This is being considered by Aberdeen Branch and although they agreed it was a good idea, space is obviously a concern.

Aberdeen Branch will keep us informed.

MK02/12 BEGINNERS PACK

Mr Notman asked the Committee to consider renaming this item and the Committee agreed it should be called a 'New Members Welcome Pack'.

The Committee was advised the Mr Notman had met with Mr Fyfe and content of the pack had been agreed as follows:

- Welcome letter from Chairman
- New leaflet
- Catalogue and order form
- Bulletin
- 30 Popular Book
- Society pen

The contents will be contained in an eye-catching folder. It is hoped that sponsorship can be obtained to help cover the costs of the printing. It was agreed that we would initially approach those who had already advertised in the bulletin for sponsorship. Mr Fyfe will draft a letter to this effect.

The Youth Committee will also be asked to let us have a list of those sponsoring the 'Day of Dance', and past advertisers in the Bulletin.

It was envisaged that the Branch could include in the folder items relevant to their Branch.

Judy Savin (SAC) gave the Committee a clearer understanding of their policy regarding sponsorship and she indicated that there is a guideline for funding and itemised the various projects that their funding covered.

She indicated that the SAC would of course be willing to help with any queries we may have regarding funding and would forward all the

relevant information regarding grants as soon as possible.

MK02/13 WINTER SCHOOL SALES

The Assistant Secretary informed the Committee that Perth & Perthshire Branch had sole £1,090.00 of goods during Winter School.

Mr Sargent asked about seasonal sales, but was advised that very few of our goods are seasonal.

MK02/14 PR TRAINING

The Committee considered the draft proposal regarding PR Training.

They agreed it was a good idea and that training in this field was something the Society badly needed.

After discussion Mr Notman will ask the PR Firm to make changes to incorporate suggestions made by the Committee and let him have a new proposal.

Once this has been received it will be forwarded to the General Purposes Committee for approval and a request for funding.

MK02/15 COMMUNICATION WITH BRANCHES

The Committee agreed this item should be discussed at each meeting.

The following points were offered for consideration:

- Consider ways of improving communication between Branches and their members.
- Send a sample of the New Members Welcome Pack and order form to Secretaries.
- Try to ensure distribution of Bulletin, Newsbrief etc, coincides with Branch mailings.
- HQ to organise a roadshow to establish relationships with Branches who do not usually contact HQ.
- Encourage Branches to work with HQ for events such as the 'Day of Dance'.

The Committee was asked to give consideration to this matter so that further discussion can take place at the next meeting.

MK02/16 ANY OTHER BUSINESS

MK02/16/1 Strip the Willow

Mrs Walker advised the Committee that St Andrews are organising a giant Strip the Willow and wondered if the Society should be involved.

MK02/16/2 Budgets

The Committee was asked to consider the budget for the next financial year. This will be discussed again at the next meeting.

MK02/16/3 Index

Mr Notman advised the Committee that he had been asked to look at the new design for the Index to Dances. Because of the time scale involved it was not possible to discuss this in committee and he had agreed the details with the Secretary and the Printer.

MK02/16/4 Newsbrief

Mr Sargent wondered what had become of the idea to print the Newsbrief with photographs.

The Assistant Secretary had no knowledge of this but would try and find out from previous minutes.

MK02/17 DATE OF NEXT MEETING

The Committee agreed that the next meeting will be held on 16 May 2002 at 3.00pm.



The Royal Scottish Country Dance Society

Minutes of Marketing & Public Relations Sub Committee held on Thursday 16 May 2002 at 3.00pm at 12 Coates Crescent, Edinburgh

PRESENT

Mr Tom Notman (Convenor), Mr Alan Mair (Chairman), Mr John Fyfe, Mr Rob Sargent.

ATTENDING Mrs June Dick

MK02/18 APOLOGIES

Apologies had been received from Mrs Jean Martin (Vice-Chairman), Mrs Rena Mulholland, Mrs Pia Walker.

MK02/19 MINUTES OF MEETING OF 14 MARCH 2002

The Minutes of the above meeting were accepted as an accurate record.

MK02/20 MATTERS ARISING MK01/31 Legacies

Mr Fyfe had brought to the meeting the amended document as recommended by the Society's Solicitor.

The Committee agreed that quotations should be obtained from Printers for 5000 colour documents and once the price had been agreed the Legacy document would be distributed to all Branch Secretaries.

Mr Sargent raised his concern regarding the use of any monies received from legacies.

Mr Fyfe confirmed that any funds coming into the Society would be used at the discretion of the Trustees.

MK01/41 Day of Dance

General Purposes Committee had agreed that the Day of Dance should coincide with the 2003 AGM to be held in Perth and gave approval for this committee to develop the project further.

Mr Sargent is willing to take this on board and will form a small sub-committee to assist.

In the first instance the Assistant Secretary will write to Perth Branch and advise them of this project. Mr Sargent will keep Headquarters informed of progress.

Mr Sargent will be advised of the timing of Branch outputs so that he can arrange a poster to be distributed to Branch Secretaries.

MK01/7/1 AGM Aberdeen

The Committee had been advised that a reply had been received from the organising committee of Aberdeen Branch. Aberdeen Branch will make 5 or 6 tables available (depending on space) for the sale of non RSCDS goods. These tables will be given on a first come first served basis and will be staffed by the members bringing the goods for sale. As the Society will be providing space and venue only, 1/6 of the selling price should be forwarded to the Society.

Aberdeen Branch is also looking into the question of posters done by local children. The Committee will be kept informed of progress.

Notices about the non RSCDS tables will be sent to all Branch Secretaries in a future output.

As this matter was raised initially by Mr Gordon McRuvie, the Assistant Secretary will write and advise him of the outcome.

MK02/ 21 EASTER SCHOOL SALES

The Committee had been advised that the sales at Easter School amounted to £271.30. The Committee had been pleased to note that although numbers were small, the sales were excellent. Mrs Pia Walker was thanked on behalf of the Committee for all her hard work and effort at the Easter School Shop.

A remit will go to the Youth Committee offering our congratulations on a successful school and offering our assistance next year.

MK02/22 NEW MEMBERS WELCOME PACK

The Committee agreed to approach past advertisers and ask if they would be interested in having their flyers inserted into the pack at a small charge. Mr Fyfe will prepare a letter and this will be sent out via Headquarters.

The Committee thought it was too late to look into sponsorship this year, but will be doing so for 2003.

A quotation had been received from Miller Print for wallet folders and the Committee agreed to go ahead and order 2000. The Assistant Secretary will also ask the printers for a run on cost.

Mr Mair will provide a letter of welcome to go into the pack.

MK02/23 PR TRAINING

The Committee had been advised that General Purposes welcomed the ideal of the above training. Mr Notman envisaged that 1 person per Committee should attend, possibly the Convenor, office bearers and HQ staff. Mr Mair pointed out that as the Society is going through a change it may be better to wait until after the first meeting of the Management Board.

The Committee therefore agreed a tentative date of 17 November.

MK02/24 COMMUNICATION WITH BRANCHES

The Committee agreed that this had been partly addressed with the proposed Day of Dance and the New Members Welcome Pack.

Mr Mair advised the Committee that as part of the new Management Board's remit they would be looking at communication with Society members.

It is envisaged that the members of the Management Board will be more informed of Society business and therefore more able to communicate with Branches and members.

Mr Notman was concerned about the lack of communication after information was given to Branch Secretaries and Mr Mair advised that this would be less of a problem with the new structure.

Mr Notman raised the question of leaflets and advised the Committee that Mrs Martin would like those already in HQ to be used in the first instance.

It was agreed that these would be sent out to Branches again with suggested ways to use them. If more are required they can be obtained from HQ although postage would be charged.

MK02/25 SUMMER SCHOOL SHOP

- Postcards showing a picture of Wardlaw, a residence used by Summer School. This will be ordered.
- Rob Sargent to provide tablet as in previous years.
- A quotation had been received from Ortak for silver brooches. The Committee agreed to order 10, with the possibility of a further order.

MK02/26 PHOTOGRAPHS & PR

It was agreed that a professional photographer could be hired to take photographs at various venues. A proposed venue was Take the Floor on 1st June this year to be filmed outside Holyrood Palace. The BBC would have to be approached for permission and Miss Gray will be asked to undertake this.

MK02/27 BUDGET

The Committee had been advised that General Purposes had approved a budget of £2,500 for advertising and towards the New Members Welcome Pack.

Mr Sargent will provide a tentative budget for the Day of Dance and this will be submitted to General Purposes for their meeting in September.

MK02/28 ANY OTHER BUSINESS

Mr Sargent raised an issue that had been briefly discussed at a previous meeting regarding the Chairman and Vice-Chairman giving a small speech at various functions they attend.

Mr Notman advised the Committee that Mrs Martin thought it inappropriate to give a speech at non RSCDS functions.

Mr Sargent thought that the promotion of dance is important and should be undertaken at every opportunity.

**MK02/29 DATE OF NEXT
MEETING**

The next meeting of this committee will be held on Thursday 22 August at 3.00pm.



The Royal Scottish Country Dance Society

Minutes of Marketing & Public Relations Sub Committee held on Thursday 22 August 2002 at 3.00pm at 12 Coates Crescent, Edinburgh

PRESENT

Mr Tom Notman (Convenor), Mr Alan Mair (Chairman), Mrs Jean Martin (Vice Chairman), Mrs Rena Mulholland, Mr Rob Sargent, Mrs Pia Walker.

ATTENDING

Mrs June Dick

MK02/30 APOLOGIES

An apology had been received from Mr John Fyfe.

MK02/31 MINUTES OF MEETING OF 16 MAY 2002

The Minutes of the above meeting were accepted as an accurate record.

MK02/32 MATTERS ARISING

a) New Members Pack

The Committee was shown the finished New Members Pack folder and were pleased with layout. The Committee was further advised that the enclosures included advertising leaflets from IVP and McNaughtons of Pitlochry.

The Society had received £250.00 from each of the advertisers in this respect.

The New Members Pack had now been distributed to all Branch Secretaries.

b) Post Cards

The Committee was advised that the postcards sold well at Summer School. The Assistant Secretary suggested that these could be included in the New Members Pack. This was agreed.

c) Silver Brooches

10 silver brooches had been purchased for Summer School and these had all been sold. A new order had been received and these are now in stock.

d) AGM – Aberdeen

The Committee was advised that all Branches had been advised that there would be space for 5 or 6 stalls at the AGM for selling their books, CD's etc., It was confirmed that these were on a first come first served basis.

MK02/33 LEGACIES

So far nothing has been received from Mr Fyfe regarding Legacies. Mr Notman will contact him for further information.

MK02/34 DAY OF DANCE

Mr Sargent reported that things were moving regarding this event, and that he has organised secretarial backup. He was advised that it would be a good idea to set up a dedicated e-mail address to cope with the queries.

Mr Mair advised the Committee that Washington DC are to hold a Tartan Day in June 2003 and it was agreed to arrange the Day of Dance for 14 June to coincide with that. Mr Mair will contact the group organising the Tartan Day to advise them of our event.

Mr Sargent will investigate the criteria for the Guinness Book of Records.

Mr Sargent reported that he had been in contact with Robbie Shepherd of the BBC who had agreed that Take the Floor will give it's backing to this event on their web page. Mr Mair agreed to talk to Ken Mutch, the producer of Take the Floor.

Mr Sergeant had prepared a flyer and once a few amendments had been made, it will be put to General Purposes for their approval.

Once the flyer has been approved it will be forwarded to Branches, Affiliated Groups and will go on the Society's web page.

MK02/35 TRAINING

After discussion it was agreed to delay this until the new Management Board have been selected. The new date of the above training is scheduled for 16 March 2003.

MK02/36 PHOTOGRAPHS

The Committee was advised that Publications & Research Committee will be filming the McNab book and it was suggested that we contact them and ask if we could have the dancing professionally photographed.

It was also agreed to arrange for a professional photographer to take shots at Easter School. Permission would of course be obtained from The Youth Committee.

**MK02/36 REVIEW OF PROGRESS
AGAINST OBJECTIVES**

The Committee agreed that Mr Notman should go ahead and complete this.

MK02/37 ANY OTHER BUSINESS

Mr Mair advised the Committee that the BBC had aired a discussion on the Society schools.

He further advised that Fife children would be used in a Children's Take the Floor to be filmed by the BBC in September this year.

Mr Mair also advised that the longest Strip the Willow organised by St Leonard's School and St Andrews Branch would be held on the North Sands in St Andrews.

**MK02/38 DATE OF NEXT
MEETING**

It was confirmed that the next meeting would be held on 10 October 2002 at 3.00pm.