

Communications Committee

National Council
Presentation

11 February 2017





Christine
Archer

Communications
Committee
Chairman

ROLES & RESPONSIBILITIES OF
THE COMMUNICATIONS
COMMITTEE

Today's Agenda

- Terms of Reference
- Meet the Team
- Key Responsibilities
- Green Papers
- Current Projects
- Recent Developments
- Questions

Terms of Reference

- To establish policy and guidelines and to receive reports from staff on the development, implementation and operation of those policies
- To establish, set and approve budgets for those areas under its control
- To be responsible for the Club's participation in exhibitions, the control and development of the PRO network and to receive reports and oversee the development of the Club's Marketing, PR Activity and Publications
- To control and monitor Club Units' digital and social media activity.



Meet the Team

Committee Members

Christine Archer - Chairman

Stuart Lawler - Vice Chairman

Phil Henson - Executive Member

Sue Taylor (Elected)

Bryan Giles (Elected)

Bryan Puxley (Co-opted)

Walter Nichols (Co-opted)



Meet the Team

Staff Attendees

Paul Jones - Secretary

Marketing & Communications Director

Simon McGrath

Editor in Chief

Rob Ganley

Senior Communications Manager

Dylan Griffiths

Head of Marketing

Claire Glassborow

Head of Digital



Key Responsibilities

Support, inform and develop nationwide network of volunteers

- Manage the budget and organisation of Tier 2 outdoor shows
- Evaluate the performance of Tier 2 shows and direct future plans
- Train and organise volunteer staff - Manuals & Job Descriptions
- Advise on the development of presentation materials and stand design
- Providing support and guidance for PRO & Merchandiser activities
- Recruitment and retention of members through PROs & Merchandisers

Key Responsibilities

Club Unit Websites - Website Best Practice Group

- Over 100 Club Unit websites are overseen by the Committee's WBPG
- Give support and guidelines for managing content and design
- Examine new media and communication channels such as Social Media
- Provide guidelines and procedures for the use of Social Media
- Select the very best websites for the Brian Welham trophy

Key Responsibilities

The Committee also receives reports on and oversees:

- Brand development and presentation of information and literature
- Major marketing campaigns and events such as NCCW and NFOL activity
- Providing support and direction for Tier 1 and Tier 3 shows
- Seminars to support and develop Merchandisers, Webmasters and PROs
- Development of the printed and digital Club magazine and *Out & About*
- Development of the Club's websites and digital communications
- Review all Club marketing and communications budgets
- Providing support for the annual TowCar Awards test week



Paul Jones

Marketing &
Communications
Director

GREEN PAPERS

Green Paper 5.1

Club Sponsorship

- Encourages the use of sponsorship to support Club Unit activities
- Outlines the process for large sponsorship sums and financial guidance
- Advice on avoiding approval or endorsement of sponsors
- Guidelines on appropriate brands, products or services
- Organisations that may not be approached for sponsorship
- Examples of items that are attractive to sponsors
- Guidance on what sponsors will expect in return

Green Paper 5.2

Creating and Managing Websites and Social Media Channels

- Best practice advice on operating websites and social media channels
- Minimum requirements for websites and social media channels
- Appropriate, inappropriate and prohibited content
- Advertising and sponsorship guidelines
- Administration, registration and annual re-registrations
- Approval framework for websites and social media channels
- Brian Welham Trophy

Green Paper 5.3

Preparation of Publicity Literature

- Best practice advice on the production of publicity literature
- Appropriate, inappropriate and prohibited content
- Distinction between long-term and less permanent literature
- Approval process for long-term literature
- Guidance on use of the Club logo

Green Paper 5.4

Brand Guidelines

- Reinforces the value and importance of the Club's brand
- Guidelines for use of the Club logos and brand name
- Where to find the Club's Brand Guidelines
- How to obtain an electronic version of the correct logos

Green Paper 5.5

Club Unit Website Hosting & Templates

- Free of charge website hosting and access to web templates
- Avoids unnecessarily high hosting charges being incurred by Club Units
- Provides stability, security and continuity of hosting services
- Offers a choice of simple templates should Units wish to use them
- Provides tools for setting up new, or revamping existing, Unit websites
- Step-by-step guidance and access to support
- Templates pre-populated with minimum requirements of Green Paper 5.2
- Approval framework for gaining access to hosting and template services
- Region & Section Web Co-ordinator / Webmaster Seminar

Green Paper 5.6

Advertising Within Club Unit Publications

- Highlights Club policy on advertising within HQ produced publications
- Policy also applies to Club Unit publications
- Avoids direct competition with Club products and services
- Lists products and services that are inappropriate for advertising
- Highlights commercial campsites as being acceptable advertisers

Green Paper 5.7

Club's Identity Online

- Highlights growing social media trend amongst members
- Identifies increasing misuse of the Club's brand and trademarks
- Club takes misuse of its brand seriously
- Exemptions for Club Unit websites

Green Paper 5.8

Submitting *Out & About* Entries

- Reinforces need for Meets & THSs to be recorded on Exempted Database
- Highlights *Out & About* covers print, digital turn-page, online search & app
- Allowable keystrokes for different events
- How to submit entries and associated deadlines
- Consistency on events names:
 - You Are Invited = Featured Events
 - Holidays Every Weekend = Club Meets
 - Sites For Holidays = Temporary Holiday Sites

Green Paper 5.9

Domain Registrations & Domain Transfers

- Guidelines for registering new, or transferring existing, domains
- Domains are protected and managed centrally by the Club
- Domain ownership will not expire and cannot be taken by an individual
- Step-by-step guidance and access to support
- Setting-up email addresses associated to a domain
- Approval framework for gaining access to the service
- Region & Section Web Co-ordinator / Webmaster Seminar

Green Paper 5.10

Club Unit Newsletters and the Burnham Trophy

- All Club Unit newsletters to be sent to the Publications Department
- Newsletters submissions are judged for the Burnham Trophy
- Covers factors the judging panel looks for when considering winners
- Refers back to Green Papers 5.3 and 5.4

Green Paper 5.11

Submitting Stories & Photographs to the Club Magazine

- Encourages the submission of stories and photographs to the magazine
- Explains how the magazine is put together and space pressures
- Quality guidelines that should be considered
- Examples of stories and pictures that can be considered
- Types of stories and pictures that should be avoided
- Guidance on image quality, permissions and captions
- Submission instructions and deadlines

Green Paper 5.12

Following Copyright Laws

- How to decide whether to reproduce a work that may be copyrighted
- High level explanation of copyright laws
- Examples of works, usually pictures or words, that may be copyrighted
- General advice, pitfalls and penalties
- Where to find copyright free materials

Green Paper 1.21

Pennon Design Guidelines

- Includes the approved pennon template and Club logo
- How to obtain an electronic version of the template and logo
- Types of pennon that require approval and those that do not
- The approval framework for new pennon designs
- Suggested pennon supplier

Club Unit Support





The
Camping and
Caravanning
Club
The Friendly Club

SocialCamping
MEMBER RUN CAMPSITES

CAMPING AT ITS BEST

Meets and THS's are a fun, friendly and cost effective way to get the most out of your club membership. If you are new to social camping, then why not get in touch with your local DA where you will be guaranteed a friendly welcome.

FOR MORE INFO VISIT

MYCCC.CO.UK/SOCIALCAMPING

Club Unit Advertising



The
Camping and
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The Friendly Club



Role of honour

SHEILA KIGGINS rounds up a selection of news and events from the Club's local groups

OUTGOING CLUB CHAIRMAN Anne Dearling has presented her predecessor Albert Walker and South West Region President Ray Perkins with Certificates of Honour, the Club's highest award for service.

Anne nominated Albert as one of her two 2015 Chairman's Awards. She said: "I nominated Albert for the Certificate of Honour as I felt he had done a lot for the Club at District Association, Region and National level."

She added: "Not only has he done so much for the Club, he helped me an awful lot while I was his Vice-Chairman."

Albert succeeded Keith Jackson as Chairman in 2011 for a three-year term. During his Chairmanship, Albert camped with every Club Region and said he had been given a warm friendly welcome everywhere he went.

Above left: Former Chairman Albert Walker is presented with his Certificate of Honour by outgoing Chairman Anne Dearling.
Above right: South West Region President Ray Perkins receives his award from Anne

South West Region President Ray Perkins joined the Club in 1975 with his wife Ann and two children. The family quickly became stalwarts of Tamar DA, where Ray served as Youth Leader. He also filled many positions on the South West Region Council including the South West Region's representative to National Council. A serious car accident caused Ray to stand down from National Council but he has continued to be active within the Region, where he is now President. In his citation Ray is described as "a real role model".

■ Head to www.southwestregion.co.uk for more about Ray's home Region.



Chilly champions

SEVEN young South Lincolnshire DA members passed their National Youth Test on a wintry test weekend.

Congratulating Mark Bycroft, Josh and Emma Storen, Kym Hobson, Holly Sneath, Ella Neal and Heidi Smith, (pictured above with their Youth Leaders) Central Counties Region tester Fiona Roberts said: "The weather was challenging but the Youth rose to the occasion – that's what makes the test and one of the many reasons they deserved their passes."

■ Head online to www.myccc.co.uk/ccy for more about the Youth Test.



Decorative donation

WEST MIDLANDS DA member Vicky Powis has raised £240 for the DA's 2016 charity, Cystic Fibrosis Care. Vicky and her family raised the money by knitting Christmas decorations for sale, while friends of Vicky from her gym also donated their Christmas card money to the total. Vicky presented the cheque to DA Treasurer Diane South (pictured) during a coffee morning at a recent DA meet. ■ Visit www.westmidlandsda.org for more opportunities to camp with Vicky's DA.

Club Unit Editorial

CLUBBIN'IT

DA camping

Find out more See myccc.co.uk/localgroups for more information about the Club's Regions, DAs and Sections. Alternatively call Membership on 0845 130 7632 or 024 7647 5442.



The Club's 66th AGM held at The Redworth Hall Hotel, County Durham last year

Speak up!

An elected representative from each Region and Special Interest Section sits on the Club's National Council, the Club's governing body of elected members who make the Club's policy decisions on behalf of members.

This is the cornerstone of how the Club is run by members for members, so it's important that campers volunteer to represent their local group and have their say on how the Club should operate.

National Council meetings take place at the Club's Headquarters in Coventry throughout the year, followed by an Annual General Meeting in the autumn.



Why get involved? Members' own views

Nadia Davies, who is the Public Relations Officer for this year's NFOL, said DA camping was a good way to make new friends and gain more camping experience.



Nadia (left), a member of Chase DA, said: "For anyone new to camping, joining a DA is a great way to get out more and if there's a problem with your tent or caravan, there's always a friendly face to lend a hand."

"My husband and I joined the Club in 1989 and over the years have had all sorts of problems from overflowing toilets to faulty gas bottles, and having someone on hand who knows more than you is invaluable."

"You soon get to know people within the DA and before you know it, you've got a wide circle of friends who all share the same interest as you - camping!"



Denise Ritson (left), who has been caravanning for 26 years, said going camping with a DA provided the ideal opportunity for her children to explore the outdoors.

The East Worcestershire DA member said: "My sons are 31 and 28 now, but we found that when they were young and we were out with the DA, there were always plenty of other people to keep an eye on them as well."

"My boys had great fun playing in the fields and fresh air, away from the TV, yet we knew they were always safe."

"Nearly all my friends are DA campers - from camping in a field I've made life-long friends."



From top left: A Folk Dance and Song Group meet; a teddy bear's picnic with Fenland DA; the Pickering War Weekend; a scarecrow festival with East Worcestershire DA



Club Unit Editorial

The
**Camping and
Caravanning
Club**
The Friendly Club

WHY DAs COULD BE IDEAL for your children

District Association and Special Interest Section meets are really for grown-ups aren't they? Wrong. **STUART KIDMAN** and **SHEILA KIGGINS** discover they're just as great for children too

They're perhaps the most affordable way to an enjoyable and memorable holiday.

The Club's District Associations (DAs) and Special Interest Sections put on a vast range of meets and Temporary Holiday Sites (THSs) throughout the year, making it easy to get away at a moment's notice for very little money.

All members are welcome at all meets, though some need to be booked in advance. A whole family can get away for as little as £20 for a weekend. But great value isn't the only reason to try a Club meet.

Many DAs, Regions and Sections run special weekends that put the emphasis firmly on children, with events ranging from superhero fancy dress and treasure hunts to tugs-of-war and teddy bears' picnics.

We've turned the spotlight on four of the Club's DAs to find out why they make such an effort to welcome families, and rounded up a few forthcoming children's meets to give you an idea of where to head for a fun break with your young campers this year.



FESTIVAL TIME

Trent Valley DA's Festival of Lights and Children's Weekend is at Moorgreen from 16 to 18 September. The theme is Disney and activities have been planned to keep the younger ones busy all weekend, with crafting, games, food, fancy dress and live entertainment in the evening in line with the theme. The DA's Youth section will be

running its popular café with breakfast cobs on the Sunday morning.

Trent Valley DA's Youth Leader Nichola Vernon said: "As a DA we think it's important to be family friendly because people have busy lives. It's nice to make sure there is a place to go that the whole family can get involved. We have families



MOVIE MAGIC

West Essex DA holds a range of themed meets every year, from a fun dog show to sea fishing off the Norfolk coast. This year the DA's Children's Meet and family fun weekend was held at West Newlands Farm near Southminster in mid July. The theme was 'movies' and the children were delighted by their special guest - Minion Dave from the Despicable Me films. Other attractions during the weekend included crazy golf, real-life hungry



September 2016 Camping & Caravanning 23

Family-friendly meets

Left: Prizes are usually awarded for best fancy dress. Emily Stafford won the children's competition at Trentfest. Far left: Trentfest's family-friendly attractions included a circus skills area. Below: Young West Essex DA members fish for ducks. Bottom: Real-life 'hungry hippos' at WEDA's children's meet

hippos, a craft afternoon, family disco and fish and chip supper.

DA Chairman Lee Spooner said: "The weekend was a great success and it was lovely to see the children's faces light up when Minion Dave arrived. We asked them to give him a group hug and they did it so enthusiastically that I was worried he would fall over."

Asked why the DA puts on special family events, Lee said: "We think it's really important to welcome children and families at our rallies. Our children will grow up to be the DA members of the future. Take my kids for example, they are third generation DA Campers. My wife camped at DA meets from a young age with her parents and now we are doing the same with our kids."



The Camping and Caravanning Club
The Friendly Club

PRECIOUS MOMENTS AWAY

TAKEN CARE OF

HELP YOURSELF TO YOUR FREE CAMPSITE GUIDE



CAMPING YOUR WAY

TAKEN CARE OF

CLUB-CLASS CAMPING

Whether you fancy a beach-side break or a country retreat, there's a Club Site that can help you make it happen. In fact, there are more than 100 Club Sites dotted all around the UK. Owned and managed by the Club we can guarantee you'll find exceptional standards of cleanliness and some of the friendliest places to camp in the UK. And don't forget, as a member you'll save up to 30% off your site fees and additional discount for the over 60s.

SECRET^(ish) HIDEAWAYS

These little gems are just for our members! Tucked away in secluded locations that commercial sites couldn't even get close to, you'll never find more than five caravans or motorhomes (plus tents) at any one time. We've got more than 1,600 member exclusive **Certificated Sites** sprinkled all over the UK, ranging from back-to-basic hideaways in a national park, to fabulous family-run working farms. So where you want to be and however you want to camp, we've got the perfect pitch.

CAMP WITH FRIENDS

Join the original social network! Our **Meets and Temporary Holiday Sites** are organised throughout the year, all over the country - often near to special events or attractions. Our members are invited to come along to any of these temporary events and with more than 3,000 every year, you're spoilt for choice! Social camping is great fun and incredible value for money, try it once and you'll be hooked.

CAMPING ABROAD

Who said you can't have the best of both worlds? Our **European Travel Service** has hand-picked over 180 fabulous sites across Europe with you in mind, so you get to take your pride and joy with you to the sunshine. We've also sourced unbeatable deals on ferry crossings, tailor made travel insurance and currency - you'll need to pack your own bags though! Sun, sea and serenity? Coming right up.

Join the Club today and let us open the door to your next adventure. Because to us it's not just a hobby, it's a way of life. We are camping.

Simply fill out the membership form at the back of this booklet or head online to www.campingandcaravanningclub.co.uk/join.

Brand Messaging

Recruitment material positions Club Unit camping front-and-centre as one of four key camping options



[Book your Holiday](#)

[Insurance](#)

[Your Membership](#)

Hello and welcome to the Club

You probably know that you've joined 'The Friendly Club' and I'm sure your experiences will reflect that. In my time at The Camping and Caravanning Club, I've met members who are passionate about the outdoor life, very friendly and always ready to offer advice and support.

Research has shown that campers are happier people - the time they spend with each other in the great outdoors and the bonding experience of camping can bring people closer together. Be it activity or relaxation, there are loads of ways that the Club can help you find what you are looking for.

We've got member-written site reviews and activity ideas on the website, and the Club magazine is full of features, tips and advice.

Whether you're after a mini adventure or a quiet escape for the weekend, there are lots of options to explore. I hope that your time with the Club is going to give you some of the best camping experiences of your life.

See you on site soon!

Julia Bradbury

Club President

P.S. If you [fancy a natter](#) with other members, why not visit our Facebook page and join in!



Make the most of your membership

Your membership number is:

{~Membership_No~}

you'll need this to log in to your account and find out about your member benefits and discounts.

[Member log-in](#)

? Did you know...

- ... that you can camp at 29 campsites in or on the edge of the 15 UK [National Parks](#)?
- ... that our [find a campsite tool](#) will let you pick the perfect site; choosing those only five minutes from the coast, or even sites that have a pub nearby?
- ... that we have a [bespoke breakdown service](#) in partnership with RAC that will give you peace of mind when driving to and from your campsite?
- ... that if you [introduce a friend](#) to the Club you can get £10 off your next camping trip?
- ... that the Club champions local food with our [Eat Local](#) initiative? Find out about the farm shops, farmers' markets and food festivals near you.

Follow us...



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Membership Ref: {~Membership_Ref~}

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Company registration number: 445520. England VAT Reg no: 238 458829.

Telephone: 024 7647 5442

We respect your privacy and you may unsubscribe at any time by [clicking here](#).

Welcome Email and Video

New member welcome material reinforces the recruitment message



President's Welcome Video

<https://youtu.be/u8LlvMc7Gnk>

The Camping and Caravanning Club shared Dove House Hospice's photo.
Published by Robert Ganley [?] · February 18, 2016 · €

Well done to the East Yorkshire D.A on their fundraising efforts this past year!



Dove House Hospice
February 17, 2016 · €

We would like to extend a huge thank you to members of the Camping and Caravanning Club East Yorkshire D.A. for their fundraising support over the last year. From tombolas to bake sales and everything in between, they manage to raise a fantastic amount of over £700 towards the hospice.

The Camping and Caravanning Club
Published by Robert Ganley [?] · May 17, 2016 · €

Our Club Reporter, Sheila, takes a look at DA camping and the best holidays in Britain for less than £10 a night in this new blog post. Do you have anywhere that you would add to this list? <http://bit.ly/1TifaLz>




The best holidays in Britain for less than a tenner per night - The Camping and...

The best holidays in Britain for less than a tenner per night - The Ca

The Camping and Caravanning Club
Published by Robert Ganley [?] · April 7, 2016 · €

Do you make use of Club Meets and Temporary Holiday Sites? These allow our members greater freedom around when and how to camp, and may run for up to five days, or up to four weeks. If you're travelling to one this weekend, please visit: <http://campingandcaravanningclub.co.uk/.../amp-about-update/> for the latest information, which includes an update on recent cancellations and our Out & About app.



The Camping and Caravanning Club
Published by Hootsuite [?] · February 21, 2016 · €

Christine Wadeson took this fantastic photo at the recent Leeds DA midwinter meet, held at the Drax Sports and Social Club. This was the DA's first winter meet, and was a huge success - special thanks to Graham Irvine and Lorna Williams, the stewards. Find out more about your Region and District Association here: <http://bit.ly/1OcGt62>



The Camping and Caravanning Club
Published by Robert Ganley [?] · March 17, 2016 · €

Happy St Patrick's Day! Here is Karen Scotford, Chrissie Scotford and Sue Robinson at Notts DA's St Patrick's Day meet, Newark Showground. Find out more about Regions and District Associations here: <http://bit.ly/1OcGt62>



Club Unit Social Media





The C&CC
@CampAndCaravan

Did you know that the Club has a youth section? Find out more here about their latest meet: bit.ly/1nrniy5

RETWEETS

3

LIKES

2



1:01 PM - 12 Mar 2016



The C&CC
@CampAndCaravan

The National Feast of Lanterns will be held in #Malvern this year - Book now! nfol.co.uk



RETWEET

1

LIKES

2



4:39 PM - 20 Apr 2016



The C&CC
@CampAndCaravan

Fantastic photo at the recent Leeds DA midwinter meet, held at the Drax Sports and Social Club!



RETWEETS

2

LIKES

3



The C&CC
@CampAndCaravan

Join the Big Club Get Together this upcoming #BankHoliday! Discover DA Camping, Meets and Temporary Holiday Sites: bit.ly/1KzCcZX

RETWEETS

5

LIKES

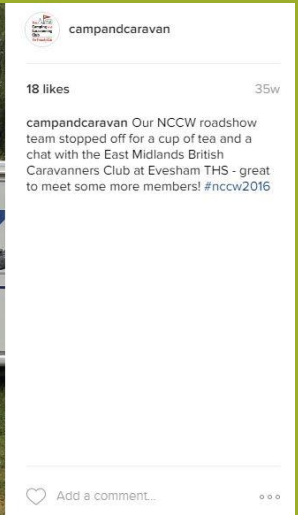
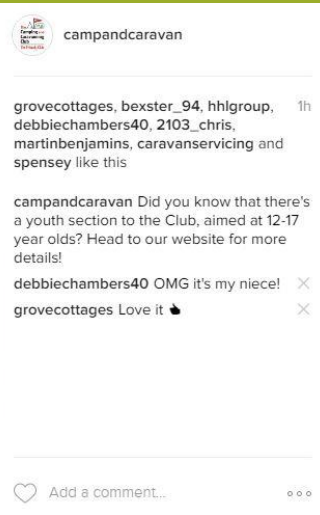
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9:35 AM - 15 May 2016

Club Unit Social Media





Club Unit Social Media





Club Unit Promo Video

https://www.youtube.com/watch?v=z2OQR_6Lgk8

THE ORIGINAL SOCIAL NETWORK CLUB



REGIONS

There are 13 Club Regions across the UK, and all except Northern Ireland take it in turns to host the Club's premier camping event, the National Feast of Lanterns, every August. They also organise a range of other camping opportunities, including Meets and Temporary Holiday Sites - or THSs.

Meets and THSs offer great value camping with like-minded people. They often take place in locations where commercial camping isn't available. Find out more at myccc.co.uk/socialcamping

You can also find details of social camping events in the Out & About listings of your Club magazine each month, or search them in the new Out & About App, or on our website at myccc.co.uk/outandaboutonline

DISTRICT ASSOCIATIONS

DAs offer some of the most inexpensive camping around and you're sure to find a Meet or THS to suit you. There are almost 90 District Associations - or DAs - spread across the thirteen Club Regions. All members are automatically signed-up to their nearest DA, which is shown on your membership card. Visit myccc.co.uk/localgroups to find out more about DAs.

CAMPING CLUB YOUTH

Learn essential camping skills, pass the National Youth Test and even take a Duke of Edinburgh Award. You'll also get the chance to meet new friends and see exciting places through attendance at National and International Youth Rallies. Take a look at myccc.co.uk/ccy to find out more.



SPECIAL INTEREST SECTIONS

Share your passions

If you've a favourite hobby and you love camping, what could be better than combining the two - and sharing the experience with others? Find people who share your passions by camping with our **Special Interest Sections**:

ASSOCIATION OF LIGHTWEIGHT CAMPERS

Shed your burdens with the ALC

The oldest Section of the Club, tracing its routes back to the original Association of Cycle Campers, it still promotes the use of lightweight tents and equipment. No restrictions on your method of travel and all unit types are generally welcome, although restrictions may apply at some sites. Visit lightweightcampers.org.uk to find out more.

BOATING GROUP

Love messing about on the water?

Combine your love of boating with camping - Meets held at a wide range of venues, including secluded lakes with exclusive boating access. The group caters for a wide range of craft, including folding boats and sailing dinghies, catamarans, canoes, rigid inflatable boats and trailer sailers. Visit boatinggroup.weebly.com to find out more.

BRITISH CARAVANNERS' CLUB

Passionate about caravans

The touring caravan section of the Club - big enough to be a national section, but small enough to be friendly. The section has its own technical officer, writing articles in each edition of "Caravanning". Visit britishcaravannersclub.co.uk to find out more.

CANOE-CAMPING CLUB

Paddle your own canoe

For canoeists who camp and campers who canoe, this section is for touring canoeists and kayakers. Catering for everyone with a variety of Meets around the country, some are ideal for beginners while others challenge the more experienced paddler. Also affiliated to the British Canoe Union. Visit canoe-campingclub.co.uk to find out more.



Club Unit Literature

NEW MEMBER PACKS AT TIER 1 & 2 SHOWS

EXHIBITION UNIT AT NFOL



To join the Canoe-Camping Club
Visit our website: www.canoe campingclub.co.uk
or contact
Membership Secretary: membership@canoe campingclub.co.uk



To join the MAS
Visit our website: www.mountainactivitysection.org.uk



To join the Boating Group
Visit our website: www.boatinggroup.weebly.com



To join the Photo Group
Visit our website: www.photogroup.co.uk
or contact
Membership Secretary: membership@photogroup.co.uk
Section Secretary: secretary@photogroup.co.uk



To join the Club Band
Contact Band Manager - Les Cottrell: 0161 3638191
Email: les.cottrell@virgin.net



To join the TT&FCG
Visit our website: www.ttfcg.co.uk
or contact
Section Secretary: sec.ttfcg@gmail.com



The Camping and Caravanning Club
The Friendly Club

THE *Big Club*

GET TOGETHER



The 
**Camping and
Caravanning
Club**
The Friendly Club

	<u>The Big Club Get-Together</u>		Key:	Design / Prep	Live By		Done				
Event:	"The Big Club Get-Together" 26 - 28 May 2017										
Objective:	To encourage Club members to camp with their local District Assosiation or to stay on any of our Meets or THSs										
											EVENT
Media Type	Title	Action	Cost	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17
Comms	Green Paper updated (new event dates) 3.14 (V2)	SM									
Digital	Check O&A functionality	LG									
Creative	Exhibition leaflets for new Member bags	LG	£55.00								
Creative	Video - Matt (BCGT 2017)	LG									
Digital	Set up hidden link to page for organisers	LG									
Comms	Communication to PROs to include events on Whats On	LG									
Print	Symbol to be included next to events in O&A for magazine	LG									
Digital	Update event landing page for website	LG									
Digital	MPU advert for website	LG									
Digital	Social media activity, 2 x posts in April & May	LG								2 x posts	2 x posts
Print	Club Magazine April (to drop mid-March)	LG									
Print	BCGT Article on Club Magazine Products Page	LG									
Comms	Inclusion in members e-newsletter	LG/JP									
Digital	Homepage Banner	LG									
Print	BCGT DM	LG									

BIG CLUB GET-TOGETHER

MARKETING PLAN



SocialCamping
MEMBER RUN CAMPSITES

THE
Big Club
GET-TOGETHER



GET INVOLVED

Join us over the Spring bank holiday weekend 26th - 28th May 2017 and enjoy a guaranteed weekend of fun and friendly camping! The BCGT is the perfect event to try camping in a welcoming environment as well as being outstanding value for money. Whether you're an experienced or novice camper this is a great opportunity to experience District Association (DA) camping at it's best. We're sure it will leave you with memories of a good time had by all!

MYCCC.CO.UK/SOCIALCAMPING

LOOK FOR THE **B** SYMBOL IN OUT & ABOUT

Big Club Get-Together

2017 MAGAZINE ADVERT


**The
Camping and
Caravanning
Club**
The Friendly Club



JOIN IN THE BIG CLUB GET TOGETHER SPRING BANK HOLIDAY 26-28 MAY



Organised and run by the Club's Regions, DA's and Special Interest Sections, Meets offer opportunities for our members to enjoy idyllic surroundings locally or further afield. For those who haven't yet tried this type of camping, The Big Club Get Together is a fantastic opportunity to experience what DA camping, Meets and Temporary Holiday Sites are all about.

This Spring Bank holiday we are inviting you to join in with The Big Club Get Together and enjoy affordable camping in great locations, in the company of friendly, experienced members who love camping just as much as you do!

For more information visit www.myccc.co.uk/socialcamping



BIG CLUB GET-TOGETHER MARKETING ACTIVITY



We really value you as a member, that's why we would like to hear more from you about **your feelings on camping abroad.**

Please can you spare a few minutes to complete our short online survey - all participants will be entered in to a prize draw for the chance to **win a Kindle Fire tablet!** as a thank you for your time!

[Take the survey »](#)

Social camping

This year's **Big Club Get-Together** will take place during the Spring Bank Holiday weekend (27-29 May).

If you haven't already got a taste for social camping, then here's your chance to try camping with your district associations, regions or special interest sections at meets or Temporary Holiday Sites.

If you love to meet new people and want value for money, then join in with this year's event - it's camping at its best!

[More about BCGT »](#)

Out & About

Love social camping? Then don't forget to check out our **NEW Out & About app!**

Our social meets are listed in the magazine and on our website. They provide friendly, affordable camping on a variety of sites.

The app enables you to search for Club Meets and Temporary Holiday Sites by organiser, by date or by location. Since the launch last month we have experienced some teething problems which are now being resolved, so be sure to update the app if you already have it!

[Download the app on iOS or Android »](#)

Did you know?

We have **holiday homes** to suit everyone from static caravans to luxury lodges on Club Sites in 13 locations





BCGT Promo Video

<https://youtu.be/CybsoIQ9kTk>



SocialCamping
MEMBER RUN CAMPSITES

BOOK NOW FOR NFOL 2017!



JOIN US FOR THE NATIONAL FEAST OF LANTERNS

The South Eastern Region is looking forward to welcoming you to the All England Jumping Course, Hickstead, Sussex, from 24th – 28th August 2017. The theme for this year is 'A Day at the Races' and you can expect lots of entertainment and fun for all the family.

Visit www.nfol.co.uk for more details.

TO BOOK CALL 024 7647 5426

OR VISIT MYCCC.CO.UK/NFOL

National Feast of Lanterns

2017 ADVERTISING




After a damp start on Thursday, Friday morning saw members queuing out of the door of the Swift Hall for the

On Sunday afternoon the NFOI arena became a sports

Head to www.myccc.co.uk/galleries to see more photos from this year's National Feast of Lanterns

Maypole dancing with the Folk Dance and Song Group
Emma McNichols' Jurassic Park lighting-up entry 3.
Joe Breithorn receives a special award in memory
of her late husband Derek to mark his contribution to
FOL 2016 4. Lancashire and Cheshire DA entered the
Mardi Gras as Pirates of the Caribbean 5. Aston Prideaux
enjoys the children's go-karts 6. Jim Fisher's antique
bad badge was valued by TV's Mark Stacey 7. Close
encounters with Solent DA 8. South Eastern Region
NYO Alan Moore in the kit race 9. Motley French Owen
the Mardi Gras 10. Members enjoyed the movies
theme 11. Motor Caravan Section members were singing
in the Rain 12. Ian Stockwell from 2016 Chairmen
charity the Seven Free-wheelers leads the Mardi Gras



"We arrived at the hall just as the concert started and were handed Union Flags to wave. The hall was packed. The band was playing and the atmosphere was electric. Several thousand campers (it seemed) under one roof and they were in the mood to party.

"There were quiet and reflective moments – the Malvern Male Voice Choir was outstanding. Lovely rich harmonies and pianissimo moments when hardly a breath could be heard.

Head to www.myccc.co.uk/features to find out how East Worcestershire DA prepared their winning Lighting Up entry

Club Chairman Anne Dearling presented the winners with their prizes on Saturday after the Mardi Gras and Monday morning at the closing ceremony.

MARDI GRAS
1. Individual Entry:
 Mylo Moore as R2D2
2. Group up to 10:
 The Kite and Parkinson families as the Sound of Music
3. Group 10 - 19:
 Norfolk and Suffolk District Association as 101 Dalmatians
4. Group 20+:
 Lancashire and Cheshire D as Pirates of the Caribbean.
 Chris Bright as Davy Jones collects the trophy

LIGHTING UP
5. Individual Entry:
 Carl Pettit with daughter
 Alison, for Bedknobs
 and Broomsticks
6. Trade: Swanky Candles
7. Small Street Scene:
 Tina Holt on behalf of
 Central Lancashire DA for
 Chicken Run.
8. Large Street Scene:
 East Worcestershire DA for

The 2016 NFOL sponsors and partners were: Adria (www.adria.co.uk), Bailey (www.baileyofbristol.co.uk), Cadac (www.cadacinternational.com), Calor (www.calor.co.uk), Club Care Insurance (www.clubcareinsurance.com), Swift (www.swiftgroup.co.uk), Theford (www.theford-europe.com), Truma (www.truma.com), Westfalia-automotive.com and Whale (www.whalecamps.com).



Book Your Holiday

Travel Abroad

Your Membership



Dear Ms Pennington

Our **National Feast of Lanterns**, taking place this August Bank Holiday, is one you're not going to want to miss! The annual celebration of camping and caravanning will take place at the Three Counties Showground, Malvern, where you can enjoy a festival atmosphere camping alongside fellow members.



Our volunteer organisers have worked hard to deliver what's set to be a great weekend for the whole family.

The kids can enjoy the tea cup ride, go-karting, mountain bike stunts and much more.

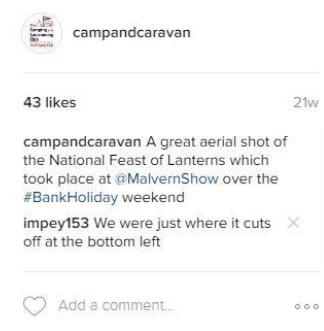
And in the evening you can dance the night away to some of your favourites from a Michael Bubl   tribute, the motown group Sistacated, the Candy Girls... and the list goes on!

We've even got our own version of Antiques Roadshow, so don't forget to bring along your trinkets for a free valuation.

[Full entertainment line-up »](#)

You and the family can enjoy all this for as little as £52, so [book your pitch!](#)

NFOL MARKETING ACTIVITY





Home Chairman's Charity Committee Directions Gallery Local attractions NFOL 2018 Trade Stands Entertainment

Sponsors and Partners Contact Us

National Feast of Lanterns 2017

Hosted by the South Eastern Region



National Feast of Lanterns 2017

The South Eastern Region is looking forward to welcoming you to The Camping and Caravanning Club's National Feast of Lanterns 2017. The annual national camping rally is being held at the All England Jumping Course, Hickstead, Sussex, it runs over the August Bank Holiday weekend the 24th to 28th August 2017, which means you can expect 4 nights of entertainment and fun for all the family.

The theme in 2017 is 'A Day at the Races'

[Book Now](#)



NFOL.CO.UK WEBSITE TEMPLATE

NFOL 2016

NFOL 2016



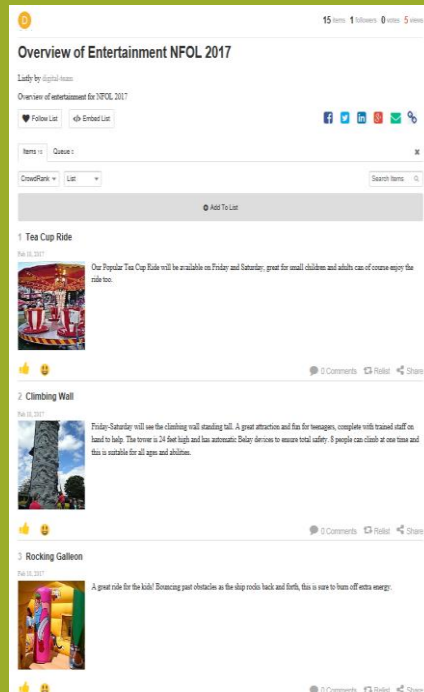
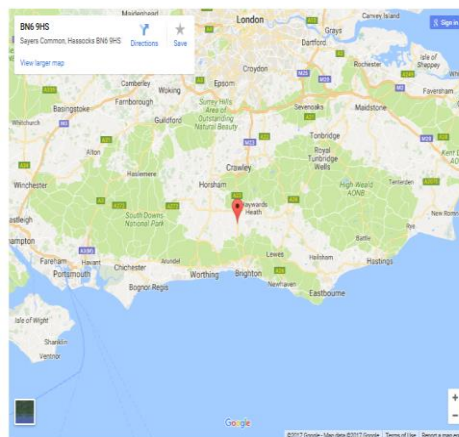
Home Directions

Directions

The All England Show Jumping Course, (AEJC) Hickstead, Sussex BN6 9HS

From the A23 heading South take the Sayers Common Exit, B2116 (Don't take the Hickstead exit, this does NOT allow access to the NFOL Site)

For more information on the venue, facilities and how to get there please visit the [official website here](#).



NFOL 2018



is hosting the 2018
National Feast of Lanterns
Arley Hall & Gardens Cheshire
August 23rd - 27th 2018

The Theme is
'Science Fiction'



NFOL Promo Video

<https://www.youtube.com/watch?v=sHBO7p4OfQ0>

Out & About

YOUR GUIDE TO CAMPING WITH CLUB MEMBERS JANUARY 2017

Sheila's hello



Two years ago I dropped in to Worcester and Herefordshire District Association's New Year meet and everyone I met on site told me about Ant Perry and Karen Jones, who had shaved their heads on New Year's Eve for Macmillan Cancer Support.

That was my introduction to the world of DA fundraising, and since then I've heard about hair donations, sponsored cycle rides, lots of lovely-looking cake auctioned at coffee mornings, duck races and of course raffles, tombolas and bottle auctions - and I've covered as many as I can in Clubbin' It. A few highlights from 2016 are shown on the right.

DAs, Sections and Regions raise funds throughout the year for a charity chosen by the members or the Chairman. So when you pitch up with a Club unit for a weekend, you might not just be in for a great break - you might be helping a great cause too.

Choosing a charity

Leeds DA's new Chairman, Chris Hallsworth, has followed his predecessor and nominated the Children's Heart Surgery Fund as the DA's charity. Here he explains why: "Leeds DA has been running for nearly 47 years and throughout that time we have always put our young members first. That is why the Children's Heart Surgery Fund (CHSF) is such a good cause for us. The charity supports the Leeds Congenital Heart Unit at Leeds General Infirmary.

"Even within our own DA we have children whose lives were saved by heart surgery. It's just over four years since one little boy's life-saving operation at Leeds heart unit. The charity helped provide accommodation over Christmas for his mum and dad on the hospital site. CHSF funds games on the ward and supports families facing incredibly difficult times. Evan is still receiving treatment but he's a regular at our meets and brings a smile to all our members."

Head online to www.leedsda.org/thechairmanscharity for more about Leeds DA's fundraising.



County Down DA members presented a cheque for £600 to Macmillan Cancer Support



North Central Region's 24-hour cycle marathon raised funds for Help for Heroes



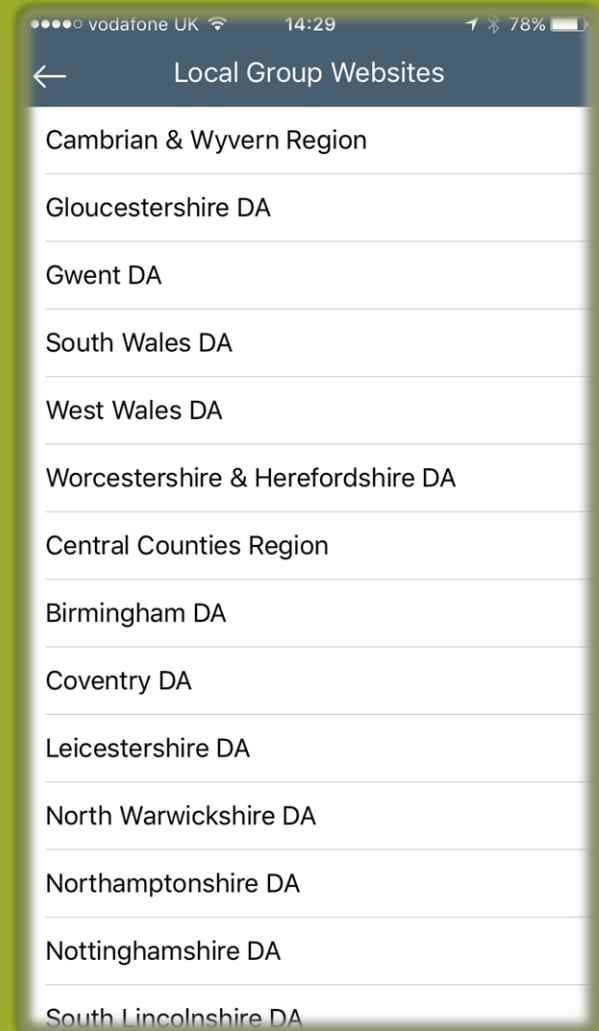
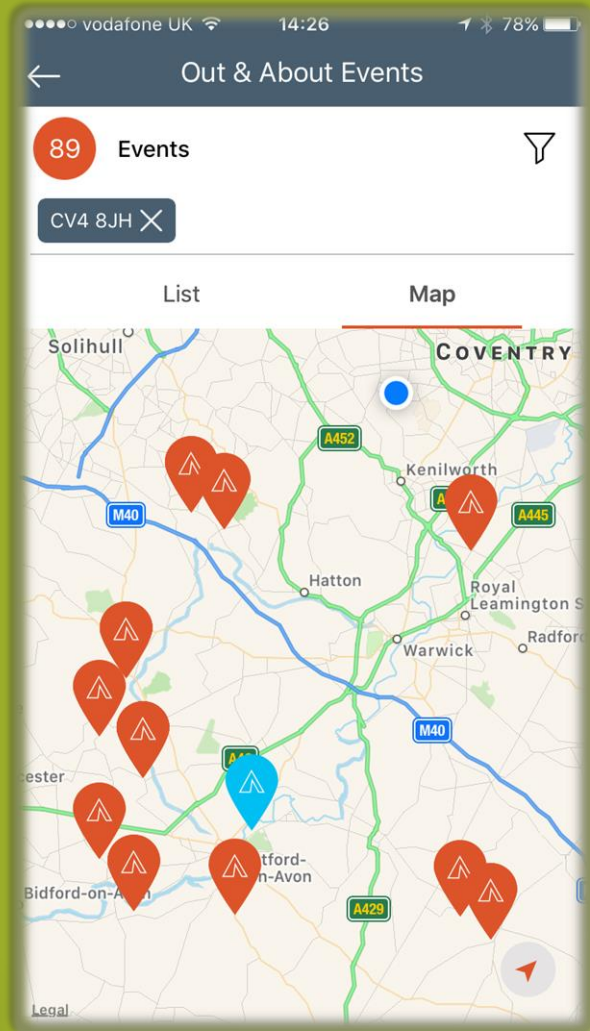
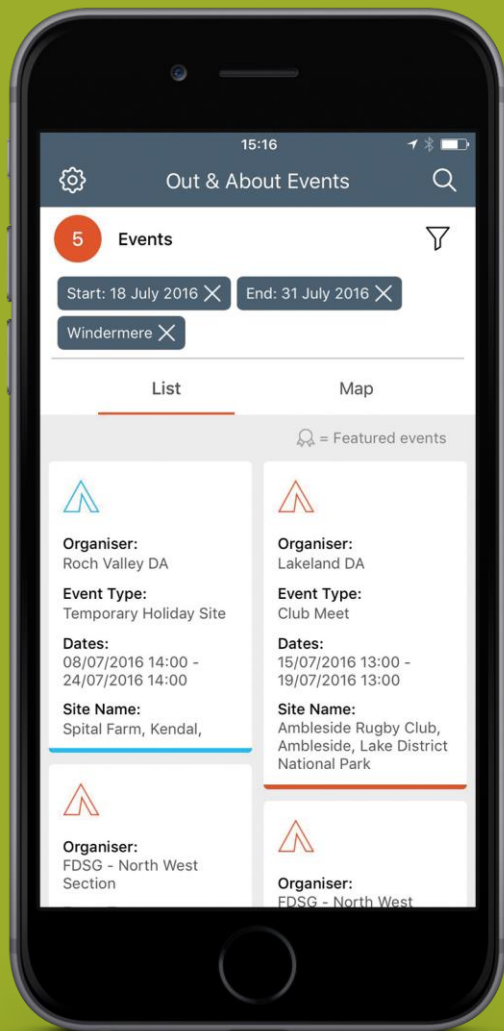
Yorkshire Region has raised more than £30,000 for the county's Air Ambulance service



Nottinghamshire DA's Edges and Dales walk raises funds for two different charities

Out & About

2016 DEVELOPMENTS



Out & About App

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Club Meet

Silkstone,
03 to 05 February 2017

£3.00 for youth per night and £ 10.00 per leaders van per night

[Find out more](#)

Club Meet

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Countryside Code

These National Guidelines are based on common sense and allow us to enjoy our pastime without causing problems for other people or the countryside we enjoy.

[Download PDF](#)

Common Sense Rules

Guidelines you should expect to follow when staying at Club Meets, Temporary Holiday Sites or on Certificated Sites.

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Out & About Online

QUESTIONS?

