

## Minutes from the SCCBA Communications Committee Inaugural meeting – Monday 3<sup>rd</sup> June 19.30

Present; Brian Campbell-Kearsey (Chair), Hazel Beveridge, Carol Watson, Andrew Southwell and Joy Mayall.

1. It was agreed that the objective of the communications group was “To communicate and promote the learning and playing of bridge across Sussex. To ensure all members have access to key information on Clubs, Competitions and Events.”
2. In addition three main audiences’ were identified; i) The New player – Students, ii) The non-active Club player – Clubs and iii) The active Tournament and Competitive player.
3. A large part of the discussion centred on the newsletter and calendar – It was agreed that the newsletter had a short shelf life and a large number went uncirculated. Consequently an online / email version will be developed for AW 2013 with the last planned print version hitting doormats in July 2013.
4. Andrew Southwell agreed to contribute some commentary from high profile events and Geoffrey Wolfarth’s web column will also be mentioned in the July edition and Bexhill to provide the Club Focus.
5. The calendar will proceed in its current size A6 and will hit doormats in July 2013. Quotes for this to be obtained and Ad space sold at £75 per ad.
6. Hazel noted that the current email list and format requires some work. Namely issues and questions raised around data protection and the County’s policy. It was also noted that we may explore a club cascade system, to reach members who are not on the main database.
7. Once the email data protection policy has been published (July newsletter) a campaign should be scheduled on the SCCBA website to aid capture.
8. The next meeting date was not set.