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**CS Marketing & Membership Working Group (M&M)**

**Annual Report for the AGM Sept 24**

*Members: Carole Wells (CW Group Leader), Hilary Brian (HB), Lynette Pickard (LP)*

The M&M Group have been working through the objectives set in our 2 year **Marketing Plan**.

Our achievements for the period Sept 23-Sept 24 include:

1) Completion of the new **Website** - launched on 2nd Sept 24. Huge amount of work and required consensus from all the committee. Hope it will attract a wider range of new members.

2) Completion of the design & print of the new CS **Leaflet** in July 24. 5000 printed for distribution to friends, neighbours, colleagues etc; supplies in outlets around the city as well as on chairs at all CS events. Please take some more if you can help us distribute.

3) **Collaboration** with **CCC** and the **WGHall** in planning a **'Heritage Expo'** (the 'Community Convention' mentioned at last year's AGM). This is now taking shape for **9th Nov** andwill be a major event in the CS's calander- all 9 Speakers are confirmed and more than half the stallholders booked so far. Marketing and delivering the Expo will be the focus of the M&M Group for the rest of this year

4) The M&M Group considered at length changing our **Logo** to a new design but after consultation with committee we decided in the end to keep the one we have as it is a good design and served us well in the past.

5) We were lucky to gain Lynette Pickard into the M&M group and, along with Mehri our Trustee, they are helping us increase postings onto our **Facebook/META** and **Instagram** pages. Developing our social media marketing presence will be a key focus for us in 2025

In addition:-

6) **14 Events** were organised and delivered by your Committee, mostly in partnership with other organisations.

7) **12** **Newsletters** were compiled by **HB** and 'mailchimped' to members by Ed Ludlow.

8) Our Chair secured our **Sponsorship** as a key form of income for another year.

Carole Wells

Lead for the M&M Group

Sept 2024