

NEWSLINES Update

VOLUME: 2011/12 ISSUE: 4, August 2011

Basingstoke & North Hants - Birmingham - Border & Lakeland - Bournemouth - Brighton & Sussex - Bristol & Bath - Cambridgeshire - Cardiff - Cheshire & North Wales - Derby - Edinburgh - Essex - Exeter - Fylde - Glasgow - Gloucestershire - Halifax & Huddersfield - Hertfordshire & Beds - Leeds - Leicester - London - Manchester - Merseyside - Milton Keynes - Newcastle - North Lancashire - North Staffordshire - Northants - Norwich & Norfolk - Nottingham - Oxfordshire – Peterborough and South Lincs - Plymouth - Solent Socialising - Sheffield - Southampton - Suffolk - Swindon - Tees Valley - Thames Valley – West Kent - West Surrey – York

Welcome to the August aIVC Update!

This Update is for IVC club members and so should be made available to you via your own IVC Committee, though different clubs use different methods of distribution. You will also find it at:

http://www.ivc.org.uk/newslines/Newslines_Update_2011-12_Issue4_August11.pdf

Editor's note.

Thanks to Eric Waverley for sending me the following *hyperlink*:-

<http://www.paginae-meae.me.uk/atrium/edale/edale.html>

Click on this link to access a website detailing London IVC's recent trip to Edale, Derbyshire.

The aIVC Committee

Chairman	Alan Jenkinson	BRISTOL & BATH	chair@ivc.org.uk
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National Events Co-ordinator	Tim Woods	LONDON	events@ivc.org.uk
Club Liaison Officer	Graham Bygrave	NORWICH & NORFOLK	clubliaison@ivc.org.uk

Non-Committee Roles

Webmaster	Keven Cook	WEST SURREY	website@ivc.org.uk
Conference Organiser	Richard Keoghoe	PLYMOUTH	conference@ivc.org.uk

Next aIVC committee meeting is in Manchester on Saturday 29th October

An article written by Graeme Mount [aIVC National Development Officer]

I recently attended Pete Howe's excellent Robin Hood's Bay aIVC holiday break; to be honest quiet breaks away are not really my thing, although I'll try most things. The friendly welcome and 'can do' attitude of all that attended made it really great fun – thanks to Pete and all that helped him. Whilst there I got the chance to catch up with members from several of the Northern clubs as well

as West Surrey. The perennial problem of how to get members to host events was of course discussed and I was urged by committee members from Northampton and Birmingham IVCs to write a *NEWSLINES* article on the subject.

I should say that I did spend a few months as an IVC's Events Secretary, but am no longer directly involved. I am or have been a member of five IVCs though, and have seen their and other clubs ways of doing things.

Much of what appears below I'm sure your club will have considered and tried.

The Committee's role

Most importantly committee members should lead by example, host as many events as they can, and attend more – they should also let members know they are going. This is particularly important if prospective members need to meet them in order to join.

Every IVC's constitution I've seen says that the club's main or only aim is to promote the hosting of activities and events. It is the committee's role to facilitate this. However, As the Jewish statesman said 'Every Israeli citizen is a front line troop', as far as events go this is a good maxim for IVCs.

In my view EVERY IVC MEMBER SHOULD AIM TO HOST AT LEAST ONE EVENT A YEAR. Committees can only promote a limited number of events; their members must be relied on to host. Committees must make it simple to promote and host events.

One of my clubs uses Activity Exchange(AE) to promote events, I get a code each month with my online bulletin, and can promote events simply by filling in an online form; members then get told about it by email and/or through their bulletin. Members know about the event in minutes. There is also the opportunity to invite other IVCs. Common sense is relied on to prevent clashes etc.

With another club I have to fill in a website form, tick boxes to say whether the event should only be in the bulletin (the prescribed option), and/or should be emailed to members (normally allowed if too late for the bulletin deadline or close to the start of the next month). The event then has to be approved and passed to the webmaster. The drawbacks are that the bulletin deadline means that *in extremis* seven weeks' notice is required, and *ad hoc* events are discouraged due to the inevitable – though now shorter - delay caused by the wait for ratification. I'm hoping Facebook use may mitigate this eventually... To invite other IVCs I have to contact the ALO.

I know which system I prefer! I know that some other clubs are using or will use Activity Forum/Agoria in a similar manner to AE.

The point is simplicity – IVCs are social clubs; bureaucracy stifles activity.

Another Club uses Meetup - I'm not impressed with this though since it encourages membership of Meetup at the expense of IVC.

Several clubs use Facebook, but mostly to advertise short notice events – properly used and encouraged it is a great tool, but it's almost impossible to get all members to embrace Facebook. I now rely more on Facebook for more of my entertainment than my local IVC, and get regular event invitations from WSIVC, West Kent IVC and others through it.

Update the club's website and encourage members to use it!

The Personal Touch

All IVCs have an Events Team or Events Officer, an almost thankless task. To maximise the number and variety of events they must be approachable and get to as many events as possible – if they can't they need deputies!

They should take every opportunity to remind members that they shouldn't rely on others to host. IVCs are based on mutual support. A little arm-twisting and reminding of responsibilities is beneficial to club and member.

When I was first in IVC, my local Events Secretary came to many events – some were obviously not his cup of tea – he talked to all members, particularly newer members where he started with "I've got some dates free, would you like some help with your first event?". With longer term members it was "not seen you in the calendar for a while, anything we can do to help?" or "that quiz you did a couple of years ago was great – do they still do them?"

He did a terrific job, particularly since Essex had no requirement of its members to host. Guidance should be given to potential Hosts – should events be bookable or non-bookable? I now ensure that any event I host is something I'm likely to enjoy, that I have at least one other member going to it; and that it is warm, dry and preferably has food and beer available. Unless most of these conditions apply I make the event bookable so I can cancel if needs be. The downside is that many IVC members seem to hate committing more than three hours ahead so miss out rather than book. Committee members should also remind members regularly that they or others are happy to co-host, especially for members new to hosting...

It's also worth finding out if members have special interests that could provide events – photography, walking, dancing, rock music etc. – Essex has had Philosophy and Geology courses and relaxation evenings hosted by psychotherapists. Birmingham has bought some bikes to loan to members for cycling events. Special interest groups within clubs can be formed and links with members of other IVCs may result if they are invited via the aIVC website, AE or Agoria.

Clubs should seek to support members when deposits etc. are required for booking meals etc. It is not reasonable for members to be out of pocket – especially if clubs have thousands of pounds on deposit earning little in interest!

The Club's Website and Bulletin/Programme should thank members for hosting - preferably with comments from non-committee members. Prizes for best original and regular events should be considered – to say thank you and 'pour encourager les autres', again 'ordinary' members should vote on this. Emailed votes or those phoned or handed to the committee will help advise the events team what is wanted for the future.

Carrot or Stick?

Many IVCs require members to put on at least one event, or pay a fine when they renew. I see nothing wrong with this – but then I host dozens of events.

I think a reward scheme is better – host enough events and your subscription is free. Essex allows this for a few members who host in areas of the county they wish to promote, but they chose not to reduce subs for putting on say two???. My other fee paid club gives me a £10 subscription discount if I host three. I've still to do one by February – but I do live 120 miles from where it is based.

Some IVCs (including Essex) are now issuing reward vouchers – points are awarded for hosting events, bringing in members, attending the AGM – and points mean prizes in the form of discounts at Club funded events. I first heard this idea from Bob Clifford, and Agoria is designed to keep a tally of these points automatically. I strongly believe that clubs should automate with their own tools, Agoria or AE to obviate the problems caused by reliance on individuals and free up committee members to host, attend and promote events.

An email to all members asking for events on unfilled dates is a good idea, but I think it is best sent long before the bulletin/programme deadline. I start looking elsewhere if I see Friday and Saturday nights are not filled.

Promotion

Events need promotion within and outside home clubs. Not just a bulletin/programme entry – particularly if this is print based.

A weekly email digest is used by many commercial organisations, why not IVC? There is nothing worse for a new host than a poorly attended first or second event.

Members should be encouraged by committees to regularly check their club's and the aIVC websites (and/or AE or Agoria if appropriate) to see what's been added since their last printed or online bulletin/programme. Many events are added, and sometimes events are changed or cancelled.

Monthly or preferably more regular club nights are great places to build club spirit, discuss and promote events. Clubs that cover large areas should consider holding them in different locales. Sometimes making them open to the public can give the added bonus opportunity for free local advertising in 'What's On' columns in local papers. Even if people don't come they see your club's name.

Using Facebook, Meetup etc. to plug events should be encouraged.

Lets's get together and spread the news.

Please remind your friends that IVC is a national as well as local movement. If they host events that members of other IVCs would enjoy – why not invite them – particularly if you are visiting their area? The more the merrier. You may be able to do this via your club's website, via AE or Agoria or via your club's Association Liaison Officer (ALO).

An event idea.

I used to be a member of a non-IVC club that now has near identical membership criteria. They are far from wealthy – when I last heard they had a first year subscription of £14 and £12 subsequently. They charge £4 members £6 guests at monthly discos or live band dances at the function suite of Maldon Town FC. This is propped up by raffle proceeds.

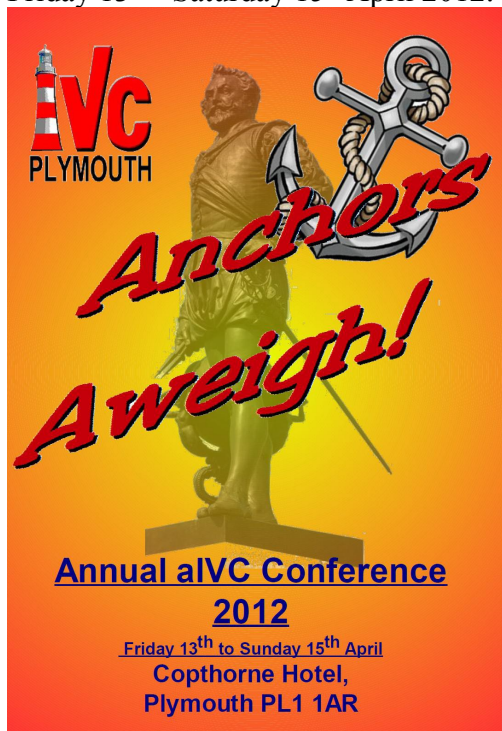
Each Spring they hire a well-known 60s band for a dance – they've had the Fortunes, the Tremeloes, the Merseybeats and many more. Such bands cost about £1,500 to £2,000 for the night. The club gets 150 to 200 people there at £12-£15 per head, many non-members. The result is the club gets lots of free publicity from local papers and radio, guests consider joining, and most importantly of all almost every member attends and has a great night. Isn't that what our clubs are supposed to be all about?

Events:- Please see www.ivc.org.uk for further details

6th-9th January 2012 [Wonderful Wirral Weekend:](#)

Birmingham IVC has developed a wonderful habit of spending a weekend early in January in a posh (but good value) hotel to recover from the festive season. We usually stay 2 or 3 nights – Friday to Sunday – depending on how soon we want to be back at work! For lots more detail & information, see the weekend's website at <http://bivc-wirral.blogspot.com/>
John G Smith Cell phone = +44 (0)791 315 1777

Friday 13th - Saturday 15th April 2012. [aIVC National Conference](#)



Anchors Aweigh!

Push the boat out and Anchors Aweigh!

Ply the Plym, tack the Tamar and sail the Sound as:

- officers and sailors,
- smugglers and pirates,
- film stars and celebrities,
- fishermen and maids,
- passengers and crew, or
- famous historical figures.



The Copthorne Hotel is located on Western Approach to the North of the Plymouth city centre. By car, approach from Exeter Street, right at Charles Cross Church roundabout, passing Drake Circus shopping centre, bearing left into Cobourg Street and left again at North Cross roundabout into Western Approach and the Copthorne Hotel. By train, it is a 5 minute walk from the station.