

# News from the Marketing Group

A highly successful inaugural meeting of the Marketing Group took place on Monday 17<sup>th</sup> March in the Church Hall.

The meeting took the form of a 'brainstorming' session, where everyone was invited to put their ideas for increasing the profile of St Wilfrids' on paper, under the following headings:

Bognor Regis, The Foyer (Narthex), Media, Noticeboards, Marketing Goods, Other Communities/Groups, Youth Activities and Church Buildings.

Lots of ideas were forthcoming, and a general discussion followed, where the ideas were placed in priority and achievability, be it short, medium or long term.

All attendees felt it was important that some action from the Meeting should be seen to take effect as soon as possible, and an Action List has been formulated, which lists the ideas, still under their headings, but in order of achievability, with the uppermost ideas to be implemented as soon as we can.

The list is detailed on the attached document, and it was agreed that this is a starting point which needs considerable

further development and more input from all interested parties. Details of the next meeting will be published shortly and it is hoped that more people will attend and extend our ideas base.

Alison McCaffrey  
St Wilfrids'

Marketing Group

# Action List

## BOGNOR REGIS

1. Welcome Packs for visitors/newcomers in Foyer.
2. Posters of Welcome and Service Details in Tourist Information Office.
3. Leaflets/Flyers distributed giving Service Details/Special Events.
4. Signs in Town Centre directing people to St Wilfrids.
5. Inclusion in ADC and BRUDC literature/visitor information books.

## THE FOYER (NARTHEX)

1. Stop calling it the Narthex.
2. More exciting Noticeboards.
3. Meeters and Greeters in addition to Sidespeople.
4. Photos of Church Officers.
5. Photos of Church Events.
6. Install a Visitors Book.
7. Have Children's versions of the Eucharist for them to take away.
8. Publicise the Talent Register more - posters to draw the eye!

## **MEDIA**

1. Get details in the Bognor Observer (DONE)
2. Promote events in the local press - celebrate our successes - have a PR Officer.
3. Profile Personalities in the Church.
4. Online presence - Sermons online.
5. Promote the website - install a social network.
6. Revisit the possibility of magazine.
7. Prepare for the 100<sup>th</sup> Anniversary with various events.
8. Flower Festivals.
9. Floats in the Carnival/Illumination Gala

## **NOTICEBOARDS**

1. Additional Noticeboards in the Foyer.
2. Move Noticeboards from Hall to Foyer.
3. Clear simple planner to show Hall availability.
4. Utilise the exterior noticeboards more - more colourful.
5. Noticeboards in the Town Centre.

## **MARKETING GOODS**

1. Children are given Smartie Tubes to take home and fill with coinage.
2. St Wilfrids Cookbook - recipes from the congregation.
3. Online social network.
4. Utilise the St Wilfrids Mugs as giveaways and design better ones.
5. Publish a book of stories and poems by the congregation.
6. Have a range of St Wilfrids branded items - stationery and clothing, gifts, diaries and calendars.
7. Hold competitions to promote our presence and celebrate our successes in the local media.

## **OTHER COMMUNITIES/GROUPS**

1. Welcome the migrant population; provide service sheets in other languages.
2. Forge links with the University Christian Union.
3. Bring back the Monday Club.
4. Reforge links with Guides and Scouts.
5. Invite local Drama Groups to use the Church/Hall for performances.
6. Form a St Wilfrids Drama/Music Group and perform.
7. Offer sponsorship for flower arrangements outside the Church community.
8. Hold alternative evenings - talks/testimony evenings - not necessarily Church based.
9. Hold sports events for the Church - five a side football, rounders.

## **YOUTH ACTIVITIES**

1. Produce 'quiet packs' for children to use during the services.
2. Display competition/school artwork in the Church/Foyer.
3. Have a 'Youth Café' after Church on Sunday mornings to meet, play games, talk etc.,
4. Have youth evenings - invite the local schools.
5. Get more youth groups to use the Hall.
6. Hold monthly music based events for younger Christians - and publicise them!
7. Encourage the formation of a Mother and Toddler Group.

## **CHURCH BUILDINGS**

1. Market the Hall Committee Room for regular bookings for smaller groups.
2. Increase rental of Church Hall for functions, parties etc.
3. Redecorate the Church Hall.
4. Obtain an Entertainments/Alcohol licence for the Church.

5. Install a sound/light system in the Church Hall.
6. Obtain staging for use in the Church/Hall.
7. Create a Crèche facility.
8. Use the North Porch as a Visitor Centre.