

Publicity

The decision was taken early in the Start-Up process, that a website would be an important vehicle for publicity and the viewing stats indicate that this has been the case. People are visiting the site, and our efforts to ramp up efforts to publicise the club are working. There are still many opportunities for us to spread the word, and we need to grasp them with both hands.

One of the opportunities immediately available to us is to have a presence at the local summer fairs and shows.



The first of these will be **The Hook Village Show** on **5th July, 12.00 to 17.00.**

We will have a stand at the show and will be available to chat with any people interested in joining us.

This will be a great opportunity to spread the word about the club. Look us up and stop by for a chat.

Club Management

In accordance with the draft Club Constitution, the club will be managed by a board of Trustees. The club is required to have a minimum number of named key personnel when applying for charitable status. For Hook Veterans Club this will require named incumbents for the following roles:

Chair - Les Young will serve in this role for the initial term.
Treasurer - Previous experience required.
Secretary - Previous experience preferred

Trustees

Chair*	Les Young
Vice Chair	to be appointed
Secretary*	to be appointed
Treasurer*	to be appointed
Events & Social Media Coordinator	to be appointed
Trustee (max 5)	to be appointed

Contact us

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Weekly Coffee Morning

The first coffee morning will be held on Friday 19th June between 09.30 and 11.30.

Meetings will then take place every Friday, except Bank Holidays.

There have already been enquiries from some external agencies as to whether we would like them to come along to the coffee mornings. After the first couple of weeks, we will establish a program of visits by these agencies at which point they will be able to provide information on any help that they can provide, should you need/want it.

The aim is to make the coffee mornings self-funding, by the collection of "donations" at the door. The first meeting will provide the opportunity to explain the system. There will be no collection at that meeting.

Once the regular coffee morning has been established there will be further discussion about setting up a monthly weekend breakfast club. More information on that will be provided as the plan progresses.

All necessary insurances are in place for the regular meetings and the Hook Village Show.

Membership/Level of Interest

One of the biggest issues that we are facing is the ability to get the message out to the relevant people.

Whitewater Health helped immensely by sending a simple message to those people registered with the Hook and Hartley Wintney surgeries, who had identified themselves as forces veterans.

The level of response didn't quite live up to expectations, but we are now spreading the word through posters, information flyers and social media. It is hoped that by starting the regular weekly meetings it will create a snowball effect on interest levels.

We need to boost the number of regular attendees/members because as we start applying for grants and funding we will almost certainly be asked to state the level of impact this club will have on the local community.

If you are interested, even if only to find out what's happening, please let us know. There is no formal commitment, but we need to have available "membership" figures if we are to be successful with grant applications.

Funding

As the club gets off the ground the coffee mornings will be self-funding. Once there is a good number of regular attendees, the club Board of Trustees will be able to put together bids for charitable grants.

Charitable grants are available from many sources as we discovered when we attended Basingstoke Festival of Transport. We were able to visit our friends on the stand of the Basingstoke Veterans Club where we were fortunate enough to meet with Cllr Paul Miller, a veteran himself. He was able to provide us with contacts and the name of the Forces Champion for Hart district. One of the next steps regarding funding/grants is to contact them for more information on potential local grants and the relevant application process.