



SUMMARY REPORT

Nailsea and Backwell Beer & Cider Festival 2024

Community engagement

This document summarises the activity and outcomes from the recent festival as part of our ongoing relationship with the local Nailsea & Backwell rugby club.

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Executive summary

A team of 20 Somerset Freemasons supported a local Nailsea and Backwell rugby club annual fundraiser which consists of a beer, cider, and music festival held over 3 days (19-21 July 2024). We have offered support to the event for several years and with the planning team we were able to raise the profile of Freemasonry in the community, held a paid raffle as a test case which proved successful, and attracted 14 possible new members.

A co-ordinated approach with a centralised events calendar, clear aims, marketing budget, marketing toolkit, associated branding, and external communications (digital & print) would accelerate our presence within our local communities and increase membership.

Aims & objectives

1. Work with the local rugby club to support their annual festival and fund raising event
2. Raise awareness of Somerset Freemasons and support our community (fund raise)
3. Actively encourage new membership through direct engagement and a raffle

Background

Freemasons from lodges in Somerset have supported the Nailsea & Backwell rugby club with their annual community events such as the beer and cider festival and the fireworks displays over the last few years.

Support in the past has been through marshalling and parking. We did hold a small free raffle in 2022 which was positive but did not raise the engagement and awareness we wanted. With a footfall of up to 3,500 attendees during the peak day (Saturday) this was an ideal event to raise our profile, support our communities, and to attract new members.

Planning

We met with the event organisers 2 weeks ahead of the event (earliest opportunity for us) and put forward our proposal to be more engaged within the festival and to raise the profile of freemasonry during the festival. The proposal and outline plan was positively received and as there was only 2 weeks left to the festival, we had to move quickly.

We shared the marshalling/parking, and were able to have our provincial marquee in a prominent position on the main site. We held a paid raffle which was well received, along with refreshed pull up banners, and leaflets. The team wore high-viz vests, provincial caps, and t-shirts to visually enhance our profile. This was to harmonise our appearance and to come across in a professional way.

The format consisted of two sites, one at the entrance to the rugby club, and the other was the marquee on the main site. The entrance site was to assist with parking, hand out leaflets, and engage those attending the event. The second site was with our provincial marquee on the main site located in a prominent position, with refreshed pull up banners, leaflets, and a paid raffle with prizes consisting of 55" 4K TV, and two signed/framed sports shirts. The ticket price was



discussed internally and set at £3 per ticket, or £5 for 2 tickets. Details were taken and the raffle number given to the individuals.

The 2024 planning team consisted of:

Planning Team Lead: Robert Hughes	Team Lead: Stewart Galway
Raffle Lead: Martin Hockley	Recruitment Lead: Jason Hill, Alistair Rogers
Marshalling Lead: Chris Perry	Social Media Lead: Stewart Galway
Print Lead: Neil Hurcum	

We held two internal planning meetings leading up to the event and co-ordinated with the event organisers. There was minimal time to get the design for pull ups and leaflets but thankfully we managed to get this completed in time. We intend to be at the event next year and the internal planning will start several months in advance.

Location (event)

Nailsea and Backwell Rugby Club. W End Ln, Nailsea, Bristol BS48 4BY.

Engagement

Format

Having the two sites worked well and the event organisers were again extremely satisfied with our support with the marshalling, parking, and also raising the awareness of supporting local charities. The high viz vests, caps, and leaflets worked well to easily identify us.

The marquee on the main site was to engage the attendees to share more about how we support local charities, the type of members, with the aim to attract new members. There is no requirement to wear a high-viz vest but to wear the t-shirts, which would make us visually stand out.

The feedback from our team on the main site was that the raffle attracted people to the marquee and to engage with us. Many were unaware of the contributions we make to local and national charities (financially and our time).

Somerset Freemasons

A total of 20 brethren (0.67% of Somerset Freemasons membership) supported the event which includes, planning, printing, marshalling, and supporting the provincial marquee.

Special thanks go to: Stewart Galway, Martin Hockley, Chris Perry, Martin Slocombe, Andy Broad, Andy Honey, Sean Mockett, Paul Mathews, Les Millar, Ben White, Jerry Lander, Mark Eastaugh, Mat Westley, Russell Woodland, Richard Winter, Jason Hill, Mike Norton, Alistair Rogers, Neil Hurcum, and Rob Hughes.

Raffle

The raffle was run as a 'test case' and proved positive in raising awareness and attracting footfall to the marquee. This gave us an opportunity to engage the individuals. The leaflet developed contained information about Somerset Freemasons, and on the reverse was



information about the raffle. The event organisers promoted the raffle during the announcements which helped.

We noted names and contact details, and gave them the number of their ticket. In line with the [gambling commission](#) for incidental raffles or lotteries, we did comply in principle and will consider a professionally printed raffle tickets which will also act as a way to promote Somerset Freemasonry and other upcoming events.

In total, we raised £968.00 with costs totalling £376.78. Breakdown as follows:

Received		
Cash	497.00	
Card	471.00	
	968.00	
Costs		
TV	269.00	
Frames	100.00	
Sum'up	7.78	
	376.78	
Net	591.22	
Charities		
St Peter's Hospice	295.61	
LEGS	295.61	
	591.22	
CHSW	1,000.00	From N&B

Charities

There are three charities which we will be supporting this year:

- £295.61 will go to [St Peter's Hospice](#)
- £295.61 will go to [LEGS](#)
- promised £1,000.00 from N&B Festival which will go to [Children's Hospice South West \(CHSW\)](#)

We will find a suitable opportunity to present the cheque in person and to find ways to promote ourselves as a province as we build closer relationships with these and other local charities.

Engagement

Printed material such as the marquee, a set of refreshed pull up banners, along with bibs, caps, and t-shirts did help promote who we are and what we do as an organisation – this also facilitated discussion with those coming to the marquee through self-interest and to enter the raffle. We also promoted ourselves online leading up to the event which would also have helped. Many were unaware we raised over £1.4M and have been supporting local and national charities for many years.



Potential new members

During the three days at the event, we were able to take the details of 14 contact names who showed an interest in becoming a Freemason. These have all been followed up on and an open day is scheduled for Sat 31 August 2024 at Nailsea Masonic Hall.

Conclusions

Through the support of Somerset Freemasons who contributed their personal time to support the local event, we were able to raise our awareness and build a stronger link with the rugby club and also to enjoy each other's company over the few days.

The planning phase, setting clear objectives, and having sufficient volunteers is key to the success of the event. We raised our profile and built a stronger link with the local rugby club. The visitors were also able to engage with us more so than before, partly from the raffle but also through printed material and having a prominent position on the main site.

Learnings

Increased participation from our 3,000 plus membership would increase our capability and reach and raise the awareness within the community that is needed.

The 'test case' for a paid raffle increased footfall to the marquee as well as raised the awareness of Freemasons in Somerset. There is evidence that paid raffles with public participation has happened in the past, however, there is a view from some members that Somerset Freemasons should only raise funds from within its membership.

Partnering with the Female Freemasons could help to increase membership and remove any stigma associated with the fraternity being a 'male only club'.

Recommendations

Continue to support N&B festival and similar local events, emphasising partnerships, and marketing ourselves outwardly to the public while attracting new members. Increase involvement from our membership is important – share the load and the experience.

A provincial calendar of target events as part of a marketing plan with clear objectives (allocated budget) each year would be helpful. Lodges/Masonic Halls would be encouraged to apply for funding for specific events. Placing a 'cap' on the amount per event would help manage the cost and allow halls/lodges to supplement if they want to do more.

The creation of a Strategic Marketing Plan is needed to bring a cohesive plan and to articulate how we will achieve the objectives set out to increase membership and engagement within the community. The plan would also include external communications – email/social media/print which the public would understand and to inform them which events we would be supporting.

A 'Provincial Marketing Toolkit' would also be helpful to include the necessary materials (print, digital, marquee, tables) and harmonise our look and messaging across the province whilst allowing local lodges/halls the freedom to tailor materials specific to local events.



Consider using paid raffles only for specific events with named charities and only for that particular event with the aim to raise awareness of the contributions we make to local and national causes, and in turn attract new members.



Appendix 1 – location/map



Appendix 2 – photos from the event





Appendix 3 - initial proposed artwork for printed items

Pull up banners

Pull up banners
size: 800mm wide by 2000mm high or 33inch x 79inch

Pull up banner #1 - contributions	Pull up banner #2 - benefits	Pull up banner #3 - raffle	Pull up banner #4 - values
<p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>Somerset Freemasons</p> <ul style="list-style-type: none"> Given over £1.4M in charitable donations Supported over 750 charities And continues to support Local, National, and International relief efforts <p>Across Somerset there are</p> <ul style="list-style-type: none"> Over 80 lodges 27 masonic centres Over 3,000 members <p>FIND OUT MORE</p> <p>SOMERSET FREEMASONS</p> <p>SOMERSETFREEMASONS.ORG</p>	<p>SOMERSET FREEMASONS</p> <p>CLEVEDON, NAILSEA, YATTON, AND ACROSS SOMERSET</p> <p>The benefits of becoming a member:</p> <ul style="list-style-type: none"> Learning and Personal Development Networking Charitable Work Cultural Experience Friendships And more <p>Make a positive contribution to your local community</p> <p>Develop your moral character Establish meaningful connections</p> <p>ASK ABOUT JOINING</p> <p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>SOMERSETFREEMASONS.ORG</p>	<p>ENTER OUR RAFFLE AND WIN A 55" 4K TV OR A SIGNED SHIRT!</p> <p>£3 FREE ENTRY</p> <p>Raffle prizes</p> <p>Winners will be announced on SUNDAY 21 JULY 2024 AT 17:00 ON THE STAGE.</p> <p>BECOME A FREEMASON</p> <p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>SOMERSETFREEMASONS.ORG</p>	<p>BECOME A FREEMASON</p> <p>INTEGRITY Freemasonry is based on building friendships as people of integrity and membership provides the structure to help achieve their goals.</p> <p>FRIENDSHIP Freemasonry provides the common foundation for friendship between members, many of which will last for life.</p> <p>RESPECT Freemasonry brings people together irrespective of their race, religion or any other personal differences that can divide us as a society.</p> <p>SERVICE Active participation in events, fundraising for a charitable cause or volunteering for public or community organisations, service is at the core of Freemasonry and provides a meaningful contribution to society.</p> <p>Be a part of one of the oldest social and charitable organisations in the world</p> <p>BECOME A FREEMASON</p> <p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>SOMERSETFREEMASONS.ORG</p>

Flyer

Flyer (double sided) – for design and print

DL size: 9.9cm x 21cm
Qty: 300

Flyer: side 1	Flyer: side 2
<p>ENTER OUR RAFFLE AND WIN A 55" 4K TV OR A SIGNED SHIRT!</p> <p>£3 FREE ENTRY</p> <p>Raffle prizes</p> <p>Winners will be announced on SUNDAY 21 JULY 2024 AT 17:00 ON THE STAGE.</p> <p>BECOME A FREEMASON</p> <p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>SOMERSETFREEMASONS.ORG</p>	<p>BECOME A FREEMASON</p> <p>INTEGRITY Freemasonry is based on building friendships as people of integrity and membership provides the structure to help achieve their goals.</p> <p>FRIENDSHIP Freemasonry provides the common foundation for friendship between members, many of which will last for life.</p> <p>RESPECT Freemasonry brings people together irrespective of their race, religion or any other personal differences that can divide us as a society.</p> <p>SERVICE Active participation in events, fundraising for a charitable cause or volunteering for public or community organisations, service is at the core of Freemasonry and provides a meaningful contribution to society.</p> <p>Be a part of one of the oldest social and charitable organisations in the world</p> <p>BECOME A FREEMASON</p> <p>SUPPORTING OUR LOCAL COMMUNITIES</p> <p>SOMERSETFREEMASONS.ORG</p>



T-shirts

T-shirts (18 total)

Size & qty: 3XL x3, 2XL x4, XL x5, L x5, M x1

Front



Back



Bibs

Bibs (24 total)

Size & qty: 3XL x4, 2XL x6, XL x6, L x6, M x2

Front



Back





Caps

Caps (24 total)

Qty: red x12, blue x12

