

## 2020 National Planning Meeting Meeting Notes – 12<sup>th</sup> May 2018

Annual Theme = 2020 Vision

Conference = 25<sup>th</sup> April 2020; Birmingham/Coventry/Warwick  
Conference Theme = Precious Gems

Anniversary Date of initial news article = 19<sup>th</sup> February 2020. Letter proposing national register 26<sup>th</sup> February 2020

Proposed Structure of Support/Planning:



### Ideas Proposed

We considered all of the ideas which were gathered by the membership survey and added additional ones. We tried to group and refine ideas to give us feasible ones to progress.

- Simple 60<sup>th</sup> anniversary logo:
  - Print onto T-Shirts, Bags, Car sticker, Beach Towels (rather than Tea Towels!)
  - Badges – NWR – ask me what it means!
  - Mugs – More than Coffee and a Chat
  - Diamond Cut tumblers
  - Competition to design the logo – Launch end of 2018

Registered Charity no. 295198

- Specify 2 colours on white
  - Collect pictures of the NWR logo in 60 different places around the world during 2020 - 'NWR Gets Everywhere'
- Big Read
  - Books Published in 1960
  - Books about Blood Diamonds
  - Try and get Richard and Judy involved somehow (biggest book club in the country)?
- Launch Party
  - On 19<sup>th</sup> February (anniversary date of the initial article in the Guardian – Squeezed like Sardines in Suburbia) or 26<sup>th</sup> February (anniversary date of Maureen Nicol's letter in response which suggested setting up a national register)
  - One big one (Warwick Castle?)
  - Ask Maureen to speak?
  - Or concurrently in each group across the country?
  - Or both?
- TTT
  - Make it relevant to the anniversary
- New Members
  - Have a membership target attached to the anniversary (i.e. 60 new members in each area?)
- National 'Food' Event
  - 'Our Diamond Day'
  - Regional or area or in individual groups? Concurrent Tea, Lunch, Picnic, dinner?
  - Could carry over into 2021 to tie in with 2021 theme of food?
- 2027
  - Celebrate anniversary of first national conference (Buxton) in 1967
- Trees
  - We could work with the Woodland Trust and plant 60, 600, 6000 ... trees across the country
  - Possibly with time capsules
  - Possibly in the national forest or national arboretum
- Notable women for each decade
  - Develop to balloon debate
  - Dress up as them?
- Walking
  - Concurrent mass ramble on 'Our Diamond Day' (T-shirts, Umbrellas)
  - 60 mile walk (each regional can cover 60 miles between members?)
  - Relay (Tie to scrapbook?)
  - Lands End to John O Groats
- Events
  - Picnic in the Park (members in shape of 'NWR')
  - Launch Party – 60's music, launch video, etc.
  - Party in the Park – Summer, 60's clothes
  - Christmas party
- Then and Now
- Bring a friend/daughter along
- Overseas Trip
  - River Cruise/Cruise to Antwerp or Amsterdam (Diamond Region)
  - Trip to Africa (Diamond Mines)

- You Tube/Videos
  - Lego Women Animation
  - TED type Talks (related to theme)
  - Launch Video
  - Virtual Conference
- Investigate opportunities of shared anniversaries
  - National Trust
  - Bluebell Railway
  - Local and National
- Publicity
  - Women's Hour
  - Guardian (similar letter to original? Article on if things have changed/improved? (loneliness campaigns suggest not?)
  - One Show
  - Loose Women
  - The listening project (oldest and youngest members?)
  - Templates for local and regional media contact
  - 'Elevator' speeches for members to use
  - Women's Library (they hold our archives)
- 60 things
  - 60 things to scare the shit out of members
  - 60 weird or wacky events across the country
- Relay
  - We want to see a book and banner (a scrapbook which all groups contribute to) which travels around the country
  - Banner competition during 2019 – they can all then be displayed at the conference in Plymouth and in local areas throughout 2020
  - Can go from Plymouth to 2020 conference
  - Or to and from Women's Library/Fawcett Library
  - Lands End to John O Groats

#### NOTES FROM THE GROUP LOOKING AT 'CRUISE' IDEAS 12.5 18

Tour to either Antwerp or Amsterdam to include trip to diamond factory/district. A quick peruse of the internet suggests that Antwerp is diamond capital

- a. Cruise from Hull via ferry
  - b. Cruise on cruise ship probably from Dover or Tilbury
  - c. Coach tour with various pick up places across UK to Antwerp and Amsterdam and river cruise
  - d. Fly from UK airport to Amsterdam and then river cruise
- 2 Suggested that £300 to £500 should be target price with deposit of £100

Steps required to achieve this

- 1 Get quotes from a travel agent and cruise operator for an estimate of 100 people. This should include single cabins and twins. Fully inclusive ideally in May, June or July 2020. (avoid tulip time if going to Amsterdam) By end June 2018 **ACTION** **????**
- 2 Discuss at next national committee for 2020 vision **ACTION Natalie**

**Commented [NP1]:** I am meeting with several cruise companies in November to get an idea of prices and feasibility

- 3 Cascade to LOs and members by email newsletter and facebook/website to get an idea of numbers. Replies required by end 2018 at latest ACTION Natalie
- 4 Champion appointed to coordinate responses and liaise with chosen tour operator ACTION ??
- 5 National Office to receive deposits and champion to organise
- 6 Publicity for NWR celebrates its diamond anniversary with trip to diamond factory, coordinated by national office. ( This implies that we need a dedicated PR person for major attempts at publicity)

**Commented [NP2]:** I am planning to send an initial newsletter about 2020 planning after the October meeting and will include a survey for this – unless we wait until my meetings above have given us more idea?

Notes written up by June Crabtree



From Elizabeth Carless:

***Diamond Challenge – 60 Ways to Face your Fears***

To help NWR celebrate its diamond anniversary members are challenged to face their fears by doing something weird, whacky or scary.

What will you do?

- Go underground?
- Face the Public?
- Go up in the Air?
- Swim, walk, run, cycle?
- Learn a new Skill?

Please let (Natalie?) know what you might do as a Diamond Challenge. Will you do this as a group or an individual?

We will publicise 60 of the most daring challenges to give others some good ideas.

Take a photo of you / your group performing you challenge with your NWR Diamond mug / tee shirt / wine glass (?) and send to the magazine. Why not earn extra publicity for NWR and send to your local newspaper or website?

What is NWR's Diamond Anniversary? 2020 will be the 60<sup>th</sup> anniversary of the publication of Maureen Nicoll's letter to the Guardian in response to Betty Jerman's article about the loneliness of suburbia. She suggested a "register of like-minded women to meet for friendship". The National Housewives' Register was born and, with changes along the way, now has some 7000 members meeting in 400 groups.