

East Coast OGA Comms. Annual Report 2024

The East Coast Comms team spends a lot of time gathering, editing and making available information, photographs and stories. This is done to keep everyone in the East Coast Area involved and informed and also to attract new members. Material is made available as follows:

East Coast Area pages on the OGA website: www.oga.org.uk

- **East Coast Events** tab: the schedule and details and entry forms for all East Coast events.
- **East Coast Racing** tab: details of all East Coast racing, how to get an up to date handicap and how we manage racing.
- **East Coast Online** tab: links to access our social media channels, Eastcoaster website and an archive of Eastcoaster Newsletters in PDF form.

Eastcoaster website: www.eastcoastgaffers.org.uk

Eastcoaster carries reports and other information which may be of interest to EC members; news, notices, reports & event write-ups, racing results & awards, notification of death, extracts from historic logs, photo galleries & videos, information about events organised by third parties and articles of general interest contributed by members across the area including 'featured boats'.

Quarterly Eastcoaster Newsletter: The 2023 & 2024 issues are now also available as 'flipbooks': www.eastcoastgaffers.org.uk/eastcoaster-flipbooks/

Along with back issues to 1994, the PDF Newsletters are available to print at home from the East Coast Online tab and, for a small fee, to have delivered by post.

WhatsApp and **Facebook** East Coast Member groups for general chat, queries and other member to member communication. Also used for member comments and discussion regarding Eastcoaster articles and day-to-day planning, notices and updates during events.

East Coast Gaffers Facebook public page [ref. stats' below] is used regularly to 'push' content to other public Facebook Groups and Pages.

YouTube OGA channel with videos of gaffer-related sailing www.youtube.com/@oga1963

Monthly emails to over 300 East Coast members for whom we have an email address: short news updates, information about events and links to new content online.

Gaffers Log (Editor, Jay Cresswell, log@oga.org.uk): updates and general articles provided to the Editor three times per year, promoting East Coast area activity and interests.

National Press: East Coast Gaffer articles supplied to Yachting/Boating magazines and EC Press.

A lot of time is spent encouraging members to provide narratives and photos and then editing to present this material online and in print.

2024 archive of East Coast Comms. activity online

January

EMAIL CAMPAIGNS: 31 December & 18 January

Featured boat: Hussar [Carey Stephenson]

First winter talk report: Thomas Cavendish [Claudia Myatt]

Liverpool AGM report [PTK & Paul Masters]

NL20: register interest [Rik Janssen]

EC Boats nominated for Classic Boat Awards

Association Awards and Photo Competition Awards to EC members

Visiting Maritime Museums [Mervyn Maggs]

Aquatic First Aid report [Jodie Warren & Paul Masters]

Promotion of EC events: 2024

RIP Jimmy Lawrence [Colne YC & Dan Houston]

February: PDF digest online (print version by request only)

EMAIL CAMPAIGNS: 31 January & 28 February
Featured boat: Crow [PTK]
Rebuilding 'Deva' [Tom Curtis]
NL20: UK co-ordinator plans [Clare Thomas]
How to borrow/build a Gaffling? [Pete Thomas/PTK]
Express Interest for Southwold
Reminders re. Registration for NL20 (payment due 1 April)
Gaffers lunch report [Jo & Paul Masters]
Tugs & Pilot Boats report [Moray McPhail & Paul Masters]

March

EMAIL CAMPAIGN: postponed to 5 April due to Easter holiday weekend
Featured boat: Dirty Girty [PTK]
Annual Dinner report [Lorna Hill]

April

EMAIL CAMPAIGNS: 5 & 30 April
Featured boat: 'Ariel' [Matt Lis]
Request for info. ref. 'Severn' on the East Coast from OGA NW Sec., Alasdair Simpson
Classic Boat Awards: EC interest 'Peter Duck'

May: PDF digest online (colour print version: request only)

EMAIL CAMPAIGNS: 10 & 28 May
Featured boat: Deben Cherubs (the full fleet copy/research & photos supplied by Matt Lis)
Teamac promo. for Gafflings: [PTK]
Archive article to promote EC Race by Kath Peyton with archive poster/cartoons by Mike Peyton
Promo. & historic videos about the East Coast Race
Deben Rally x3 reports: videos/photos/results & brief report [Sandy Miller, Matt Lis, PTK, Paul]
Gafflings Championship report, photos, video & results [Sandy Miller, Matt Lis, PTK, Paul]

June

EMAIL CAMPAIGNS: 14 & 24 June
Featured boat: la Mouette, built by Woodbridge Boatyard [Vicki Jewell]
Article by Judy Harrison re. 'SB Blue Mermaid' visit to Woodbridge
Historical report on Swallows & Amazons event: [Tessa Hodgkinson]
x4 Swallows and Amazons reports: [Tim Fenner, Sarah Adie, Maddy Phillips & Maddie Masters]
Promo. article about the East Coast Race [Alison Cable]
Reminder for returning trophies [Carey Stephenson, email campaign only, 24 June]
RIP Bob Berk [PTK]

July

EMAIL CAMPAIGNS: 9 & 29 July
Featured boat: Red Red Rose [Pete Thomas]: received quite a bit of feedback via FB
x3 Southwold Rally reports, video & photos: [Tony Judd, Andy Cocker, Daniel Stoker, Joe Farrow, Alasdair Mackenzie]
2 articles about the Three Rivers Race [Daniel Stoker, 'Catsnip']
Looking back 50 years: 1974 OGA Heineken Rally, 'Bonita' [includes video & pictures]
'Essex Melody' & founding of OGA [Tony Judd]

August: PDF digest online (colour print version: request only)

EMAIL CAMPAIGN: 13 August

Eastcoaster download available

Featured boat: 'Catsnip' [Daniel Stoker]

x9 Dutch OGA NL20 from WhatsApp chats: www.eastcoastgaffers.org.uk/tag/nl20/

Report/Results from EC Race [Ed Roberts, James Boyd, Sandy Miller, Seamus Masters]
www.eastcoastgaffers.org.uk/tag/ecr/

September

EMAIL CAMPAIGN: 6 September

Featured boat: 'Minnie' [Nick Phillips]

x4 Summer Cruise reports/results, photos & video [Ed Roberts, Nick Phillips, Daniel Stoker]
www.eastcoastgaffers.org.uk/category/summer-cruise/

RIP Peter Maynard [Richard Giles] & Bernard Patrick [Mary Gibbs & Fabian Bush]

Heritage Harbours Ramsgate & Gloucester [Maritime Heritage Trust]

EC report from NL20 [Marion Shirley] www.eastcoastgaffers.org.uk/tag/nl20/

October

EMAIL CAMPAIGNS: 1 & 21 October

Featured boat: 'Rely' [Martin & Sophie Blackburn]

4 - 6 October: Reeuwijk Raid [Clare Roberts & Roland]

CK250 'Diamond' [copy & photos from Tony Judd] - now at Pin Mill

RIP Captain Richard Woodman

Report of 'Deva' presentation in NL20 [Paul Masters]

Report from x2 very young gaffers [Max by Josh Masters & Lillie]

November: PDF digest on OGA website (print version by request only)

EMAIL CAMPAIGNS: 7 & 21 November

Featured boat: 'Lindy' [Victoria Burgoyne]

ECOGA AGM reports

AGM draft minutes circulated via private link in MailChimp

EC Gaffers blogs & social media links

Venez nous rejoindre! [Ben Collins, invitation from French OGA]

'Lindy' joins OGA Heineken Rally, 1974 [John Beale]

Publication & promotion of draft 2025 Events programme

December

EMAIL CAMPAIGN: 19 December

Featured boat Winklebrigs x4 articles: 'Tab Nab', 'Philomena' & 'Sea Jade' [Francis, Yvonne & Gerard]

Sketching workshop report [Carey]

Eastcoaster 'flipbooks' trial and implementation

Notification of Seamark Nunn voucher scheme via MailChimp

Publication & promotion of 2025 Events programme with January bookings open

***East Coast OGA Comms. Sub-Committee:
Sarah Adie, Nick Phillips & Beverley Yates
23 December, 2024***

Summary of statistics for East Coast online channels: 2024

We use Facebook, WhatsApp and MailChimp to ‘push’ new content on the Eastcoaster website via targeted Member-only mailings to general public channels. The East Coast online channels are achieving a good level of engagement and traffic considering the size of the organisation.

Eastcoaster website (12 months):

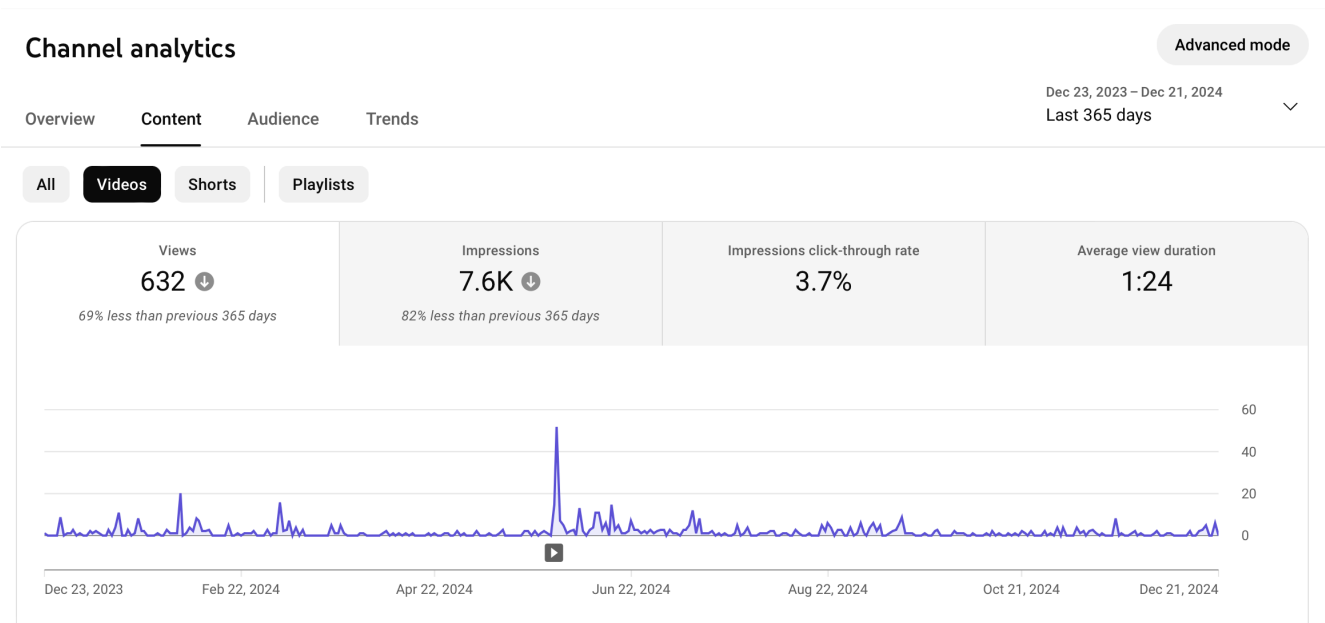
81 posts, 13,631 views

East Coast MailChimp campaigns (12 months):

Open rate 65% - 75%, Clicks 20% - 25% Recipient nos. increased from 274 - 302

OGA YouTube Channel

Set up in 2023 for the Jubilee, there has been less traffic in 2024 due to fewer videos being posted and less channel activity. There continues to be interest though - most of the content is from the East Coast Area with the exception of ‘Meandering Molly’ and her adventures. Good to have content from other Areas to boost our presence!



EC Gaffers Facebook page (last 28 days):

2,850 followers, Post reach 1,505, Post engagement 556

Age and gender

Men 83.10%
Women 16.90%

