

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 4<sup>TH</sup> NOVEMBER 2014

**Present:** Andy Parker, Charles Jolly, Janet Miller, John Phillips, Tina Heathcote

**Apologies:** Emily Markie

### 1. INTERNAL COMMUNICATIONS

#### 1.1 Member Survey

The link to the survey went out to all members (169 people) with 48 responses received. Key results include:

- Pure Buxton is the most popular source for finding out what's going on in Buxton
- Email is the preferred means of communication (but note the survey link was sent out by email)
- 75% of respondents always read the newsletter (but 3 claim not to receive it)
- Most respondents rarely if ever look at the website
- Those who do visit the website are mostly looking for updates on projects, or notes of meetings
- 80% of respondents know about the Ideas meeting

There was also a number of interesting and useful general comments. From these it was noted that we should have announced on Facebook as soon as we knew the Artisan Market had been cancelled (problem being Denise didn't tell us!) and also agreed that Janet will add the organisations we list as 'our friends' to the monthly Newsletter circulation.

Andy will send out a reminder asking people to complete the survey by the end of the week if they haven't already done so.

#### 1.2 Presentation to Ideas Group

Communications will form the main topic for the 10<sup>th</sup> November Ideas meeting.

Agreed that the topics to cover will be:

- Presentation of the Membership Survey
- Internal Communications - how can we improve them?
- External Communications - website; Facebook; Twitter; others
- Vox Pops project

Janet will incorporate into the Ideas meeting agenda, allowing 1¼ hours.

Tina and Andy will meet on Monday afternoon to finalise the details.

### 2. WEBSITE AND SOCIAL MEDIA

#### 2.1 Facebook

The page now has 456 likes, an increase of 42 since the last meeting. The surge in interest is linked to the Save Our Crescent campaign; this post now has 83 Likes, and has been shared 64 times, meaning it has reached 3,626 people. This information has been passed on to Richard Tuffrey, who is meeting the heritage Lottery team again this Friday.

There is an outstanding action on Janet and Andy to work through the list of liked pages and 'unlike' them all.

#### 2.2 Twitter

Noted the Save Our Crescent campaign has had very little impact on Twitter with only two retweets so far.

Outstanding action on Janet and Andy to sort out our two Twitter pages following each other.

#### 2.3 Website

Janet has added links to project proposals and closing reports to the public area of the website, and in doing so identified which projects are still waiting for closing reports.

Noted that a few additional projects (eg Merchandise) have been approved and need pages adding.

#### 2.4 Linked In

Outstanding action on Janet to circulate the link.

### 3. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

John will chase Roddie about the Save Our Crescent press release, and ask the Advertiser to feature it this week, ideally on the front page, to coincide with the HLF visit. He will also ask about getting the Dome video screens to feature the Save Our Crescent campaign.

John has arranged to meet Jonathan Dodds on Thursday, he will report back.

### 4. VOX POPS PROJECT

No more interviews have been done since the last meeting, but Andy and Tina plan on doing more very soon. Permission is still being sought from the University to interview at the Dome.

### 5. NEXT MEETINGS

To be arranged.