

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 10<sup>TH</sup> FEBRUARY 2015

**Present:** Janet Miller, John Phillips, Tina Heathcote

**Apologies:** Andy Parker

### 1. INTERNAL COMMUNICATIONS

#### 1.1 Newsletter

The monthly newsletter to members still seems to be working well.

#### 1.2 Emails

The new [springfair@buxtontownteam.org](mailto:springfair@buxtontownteam.org) email address is now in use.

### 2. WEBSITE

Janet has added some new pages, otherwise topic held over to the next meeting due to Andy being absent.

### 3. DATA STORAGE

#### 3.1 Email Storage

The CVS did respond but their only concern seemed to be around data protection issues, rather than the need to retain emails for record purposes. We could pay our £10 a year to store emails in perpetuity, at [records@buxtontownteam.org](mailto:records@buxtontownteam.org), or even set up a free address, with all incoming emails automatically sent there. For outgoing emails we would have to rely on users blind copying everything to it, which is unlikely to work unless people can set up an automatic bcc. More investigation needed.

#### 3.2 Dropbox

Not yet done, Janet to pursue with Helen.

#### 3.3 Flickr Site

Outstanding action on all of us to upload photos to the site, and on Andy to look into options to credit the photographer.

### 4. SOCIAL MEDIA

#### 4.1 Facebook

The page now has 544 likes, an increase of 15 since the last meeting. Janet has incorporated the trend graphs into the monthly analysis. More detailed analysis of shared posts also discovered and added in. The post about the Crescent reached 1200 people, with lots of likes and shares, but also a lot of comments, mostly sceptical till Andy posted how nice to see so many positive comments! The recent post about a new veg stall on the market has also reached so far 741 people, with the stallholder reporting at least 9 new customers who came having seen the post. The Spring Fair event page has reached 6,400 people! Outstanding action on Janet and Andy to work through the list of liked pages and 'unlike' them all.

#### 4.2 Twitter

TownTeamBuxton: We now have 94 followers, an increase of 25 since the last meeting. Andy and Janet have continued to tweet about various things.

BuxSpringFair: This feed now has 191 followers, an increase of 19 since the last meeting. Janet has tweeted about the Spring Fair as has one of the students, hopefully more will start doing so soon.

#### 4.3 Instagram

No progress yet, Janet hopes to recruit a student soon.

#### 4.4 YouTube Channel

No news from Andy re setting up a YouTube channel.

### 5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

#### 5.1 Recent Releases

Issue of the articles about the market in Pure Buxton and Buxton Advertiser discussed - HPBC rebuked us regarding the non-canvassing and non-collusion requirements of the competitive dialogue process. As a knock on we had been contacted by Jen from Explore Buxton complaining about decisions on the Artisan Market. All of this resulted in additional work for the project team, but so far nothing worse. It was agreed that a 'quiet word' with the editor was all that was needed - we have to accept that if we want to be open and transparent then we cannot completely control how information is reported.

Coverage in recent Pure Buxton also included the Litter Picking walk and the Serpentine Project.

Outstanding action on Andy to upgrade John's access to the website so he can take responsibility for the press releases page. John will chase Janine for copies of all the Buxton in Bloom press releases.

#### 5.2 Media Plan

John and Tina will draft a press release about the conference to go in the 19<sup>th</sup> Feb edition of the Buxton Advertiser. The editor is setting aside space for a full report on the conference on 26<sup>th</sup> Feb, John will sort some suitable photos. Agreed Janet will draft a press release for the Spring Fair for 5<sup>th</sup> March edition. John will liaise with Karen re a report on the litter picking walk when it eventually takes place. John will also contact Janine re timing for Buxton in Bloom releases.

Janet will write to all the project leaders asking them to ensure that all press releases go via John, for consistency and scheduling, and to ensure we have a record.

## **6. ANY OTHER BUSINESS**

### **6.1 Scrap Book**

John will ensure this is available for the Conference on 25<sup>th</sup> February.

### **6.2 Vox Pops Project**

Interviews at the Dome have still not been done and unlikely we will get them done before the conference, but we have enough for that without.

## **7. NEXT MEETING**

**Tuesday 10<sup>th</sup> March at 10am**

John will arrange a room in the Dome.

JCMM

13Feb15