

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 11th AUGUST 2015

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

Apologies: Nic Barfield

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

There was no August newsletter, Janet got side-tracked and forgot. Must do better!

2. WEBSITE

2.1 Hosting

Action re the closing report still outstanding, Andy will do first draft for Janet to add missing bits.

2.2 Structure

New pages have been added for Ashwood Park and the Ideas Meeting

The 'Who We Are' page needs updating, with photos, possibly biogs - Janet

Andy had added a Flickr slide show to the Welcome page; agreed a good addition, but we should delay it until we sort out a wider range of photos on the Flickr site.

2.3 Analytics

Statistics for the last 30 days show the site was visited over 1,000 times, by 990 separate people, 363 of them from the UK.

3. DATA STORAGE

3.1 Email Storage

Outstanding action on Andy to investigate and draw up a draft advisory note.

3.2 Photo Storage

Outstanding actions on all of us to try uploading our photos to the Flickr site. Agreed we need two sets of photos: one of Town Team activities (link on the Welcome page), the other of images that could be used by anyone to promote Buxton (suggest have a link on the Press page).

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 767 likes, a net increase of 10 since the last meeting. Noted however that we have had 4 'unlikes' in the last week, which is unprecedented. It is presumably a result of the Artisan Market controversy, in an article in the Advertiser and on her Facebook page, Denise had (incorrectly) accused the Town Team of objecting to it being in Spring Gardens, Explore Buxton had picked up on it (though both Jen's posts have now been removed) and one person had commented adversely on our own page (though another person robustly defended us). Agreed not responding and allowing it to 'blow over' is the best strategy for now, but we will continue to monitor the situation.

Reach continues to be very good, of seven posts since the last meeting one reached 2,700 another 1,100, both of these were about the Tour of Britain which gets widely shared; the level of engagement is steady at around 11%.

Noted we need to promote Talking Signposts again.

Discussed the Buxton in Bloom page which still exists; Janine is reluctant to take it down as she wants to be able to post things herself and not have to ask someone else to do it, plus people search for Buxton in Bloom not knowing it is linked to the Town Team. Suggested best solution would be for it to be a sub-page of the Town Team one, the same logic could apply to other long term projects - Andy will investigate.

4.2 Twitter

TownTeamBuxton: Now 202 followers, up 9 since last meeting, in spite of no recent tweets, we keep forgetting. Andy will investigate how to link it so Facebook posts are tweeted automatically.

BuxSpringFair: Now has 317 followers, an increase of 2 since the last meeting, again in spite of no tweets.

4.3 Instagram

The site now has 127 followers, 2 more than last month, again with no activity since the Spring Fair.

4.4 YouTube Channel and Videos

Nothing new has been added. Andy will look into what analytics are available on the channel.

4.5 Streetlife

Reminder again that we should post events up there. Janet will post a request for old bikes for Tour of Britain.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Good coverage in the Buxton Advertiser about Buxton in Bloom. Recent feature about the Artisan Market not so good for us, but Tina did comment as 'spokesperson', stating that we had not in fact opposed the market. There should be an article about Friends of Buxton Station this week.

5.2 Media Plan

John will send a press release about Tour of Britain, including a call for old bikes, for publication this week, Janet to provide suitable photo.

The following week we will need to announce the results of the market tender (see 6.1).

5.3 Buxton News Bureau

Suggested that to promote Buxton more pro-actively to the world, a web 'hub' is needed that would link all the different sites covering what is happening here: Visit, Explore, Discover, Pure Buxton; Festival; Opera House; Pavilion Gardens; Advertiser etc etc. John had suggested this to the University journalism team but it is based in Derby so not interested; he will ask if either the Events Management course or Buxton College Media students would be interested.

6. ANY OTHER BUSINESS

6.1 Market Operation Communications Strategy

HPBC have advised that they have awarded us the operation of the regular market, this is embargoed until after the standstill period which ends on 14th August. Given the recent controversy over the Artisan Market, and strong feelings re the location, agreed we need to manage the news release carefully.

Noted that the two issues are completely separate - but they are being conflated. While we don't want to be drawn into arguments about the Artisan Market, it is likely that a few people will argue that any market should be on Spring Gardens rather than the Market Place. Agreed therefore best to announce the news about the regular market from the standpoint there is no question about its location, which comes under the existing market charter, and not go into detail about the footfall analysis. To pre-empt criticism however, we can make reference to the Artisan Market as giving us the opportunity to measure the difference in footfall on the Market Place when there is something going on there. Noted the Spring Fair also demonstrates this, as well as that we have the experience and contacts to be able to make a success of the regular market. Agreed need to focus on the positive, and how good it will be for the whole town to have a vibrant market again.

John will do first draft of press release, based on the above and the facts John E sent. This to be agreed among Comms Group by the end of the week so it can be circulated to Directors over the weekend. Also suggested John could attend Monday Directors' Meeting for a short time to discuss and make any amendments, for sending to the Advertiser first thing Tuesday.

Agreed John will warn the Advertiser of a major news item, but not tell them what it is about.

Any postings on Facebook or Twitter also to wait till after the Directors' Meeting, unless the news comes out by other means before then.

Agreed the footfall analysis can be posted on the website as an update to the Artisan Market Trials page, but without any promotion at this stage.

6.2 Membership of Communications Group

Nic Barfield was not available for this meeting but has confirmed he will join us in September.

7. NEXT MEETING

Thursday 3rd September at 10:00am

Monday 12th October 10:00am

Tuesday 10th November 10:00am

John will arrange a room in the Dome.

JCMM

12Aug15