

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 12th JANUARY 2016

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

Apologies: None

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Janet will write the January newsletter to go out this afternoon.

Vision Buxton requested we include a mention of their Geotask project, it was agreed that this would be appropriate, with a link to the relevant page on the Vision Buxton website for members who want to know more.

2. WEBSITE

2.1 Hosting

Outstanding action on Andy re the closing report.

2.2 Structure

Janet will create a new Buxton Market CIC page with the information that will eventually be on the Buxton Markets own website (CIC36, Business Plan, Member Joining form etc). An internal link from the Buxton Market project page can become an external link in due course.

It was agreed the Who We Are page should feature other 'officers' eg Treasurer, Scrutiny Group and Website Manager, as well as mentioning that we have over 200 members actively involved in delivering projects. Janet will sort this out and chase photos and biogs where needed.

A request for a page on Geotask is on hold until Town Team support for the project is formally approved.

2.3 Analytics

Andy has not yet been able to find a way to quantify visitors to a specific page. Matthew will investigate further.

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 action on Janet to add the Spring Fair photos to the Flickr site. It was agreed we should include the link in the next newsletter along with a call for someone to take on the role of photo archivist.

The idea of collecting a cache of photos of the town for general use will go to the Vision Buxton Marketing Group this week.

4. SOCIAL MEDIA

4.1 Facebook

Latest insights had been circulated. The page now has 904 likes, an increase of 15 since the last meeting. Andy and Mathew will investigate whether the Buxton in Bloom page can be moved to be a sub-page of the Town Team one. If it can, we may want to do something similar for the Spring Fair.

4.2 Twitter

TownTeamBuxton now has 259 followers (up 9 since last meeting), the Markets Manager post was tweeted again. BuxSpringFair has 357 followers (up 11) with no tweets sent.

4.3 Instagram

No activity and is on 129 followers (up 1).

4.4 YouTube Channel and Videos

Andy is still gathering footage for Ashwood Park; he and Tina will review the vox pops for transport clips soon.

4.5 Streetlife

No recent activity, nothing of much interest being discussed.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Very little coverage in the Buxton Advertiser over Christmas which was deliberate.

5.2 Buxton Advertiser New Feature

The Advertiser are introducing a new feature of pieces written by readers about topical issues. It was suggested we might do a piece about retailers in Buxton and the need for an effective traders group, possibly including thoughts about Totally Locally; Matthew will talk to Marie and Sam and see what they think. Also suggested that something could be written based around the Buxton section of Bill Bryson's recent book (which made great mention of Potters), and possibly involve a promotion by W H Smith or the TIC; Matthew and John will look into the idea.

5.3 Media Plan

The Advertiser are very keen to print an article about the Buxton on the Move conference as soon as possible (before Pure Buxton does). We would prefer them to wait a few weeks, but agreed John will draft some words

anyway. Our preference would be for a round-up of 2015 this week (Janet will send John the write-up from the Ideas Meeting); formation of Buxton Markets CIC and how to join as a member (John will draft a piece); then a piece about the Conference, when we have more information about the speakers and particularly about the public lecture in the evening.

6. ANY OTHER BUSINESS

6.1 Membership of Communications Group

Nic Barfield has not responded to suggestions we meet up, so we conclude he is no longer interested. Matthew however has joined us (welcome Matthew!) and will have a think about how best he can contribute.

7. NEXT MEETINGS

Tuesday 16th February 10:00am (apologies from Janet)

Monday 14th March 2:00pm

John will arrange a room in the Dome.

JCMM

13Jan16