

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 12th OCTOBER 2015

Present: Janet Miller, John Phillips, Tina Heathcote

Apologies: Andy Parker, Charles Jolly, Nic Barfield

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Two have gone out since the last meeting. The last Janet sent via webmail from Canada, this caused problems with links, agreed we need to find someone else for next time Janet is away, or permanently.

2. WEBSITE

2.1 Hosting

Outstanding action on Andy re the closing report.

2.2 Structure

We still need photos for Claire and Simon on the 'Who We Are' page, also biogs for all - Janet. John will update the Press Release page.

2.3 Analytics

Not discussed as Andy not present.

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 should also set up a password protected dropbox where eg membership, master contact list etc be held, suggest restrict access to key members of Comms Group plus Dick Silson as convenor of Ideas Meeting.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 860 likes, a net increase of 67 since the last meeting. The page was very busy for two weeks (Tour of Britain, Ashwood Park etc) but had no posts at all while Janet was away. Most popular post was the stolen bike, reaching nearly 12,000 people; a bike has been found near Hartington Gardens, we should post that. Also need to post about Ashwood Park bulb planting and second river clearing. No update from Andy re possibility of Buxton in Bloom page becoming a sub-page of the Town Team one.

4.2 Twitter

TownTeamBuxton now has 239 followers (up 26 since last meeting), as with Facebook the Tour of Britain posts were popular. BuxSpringFair has 338 followers (up 14) with one post (Rachel?).

4.3 Instagram

No activity but an increase of 3 to 130 followers.

4.4 YouTube Channel and Videos

No news from Andy.

4.5 Streetlife

No activity, though we continue to monitor discussions.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Good coverage in Pure Buxton with articles about the market and the Tour of Britain. The Buxton Advertiser also covered Tour of Britain including our piece about the bikes, as well as Buxton Market, East Midlands in Bloom and a piece about Betty Allen, mentioning Buxton in Bloom.

5.2 Media Plan

John will send out a press release about the Ashwood Park Regeneration for publication this week.

It was suggested we could report regularly on the Ideas Meeting - a report on each meeting then a reminder before the meeting with information about the topic. John will pick this up from the notes of the meeting.

5.3 Buxton News Bureau

No progress and the idea seems unlikely to come to anything.

6. ANY OTHER BUSINESS

6.1 Membership of Communications Group

Nic Barfield advised that he was finding it difficult to make daytime meetings, Janet and Tina will arrange to meet him and talk through what his role might be.

7. NEXT MEETINGS

Tuesday 10th November 10:00am

John will arrange a room in the Dome.