

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 12th SEPTEMBER 2017

Present: Andy Parker, Janet Miller, Joe Dugdale, Matthew Nuttall, Tina Heathcote

Apologies: John Phillips

1. NOTES OF THE LAST MEETING

Notes of the meeting on 4th July were agreed as a true record.

2. INTERNAL COMMUNICATIONS

2.1 Email Addresses

Joe has the scrutiny@ email address working on his computer, other group members are still using personal addresses, he will try to resolve this. Matthew will contact Dick re setting up ideas@ on his computer.

2.2 Newsletter

August and September newsletters went out. Janet will continue with this until December, Matthew will take over from January. The calendar has been updated. Agreed Matthew will also include Comms Group and APTT Group meeting dates in future.

3. DATA STORAGE

3.1 Dropbox

The dropbox has been set up, based on buxtontownteam@gmail.com. Options were discussed, agreed best to share folders via people's personal dropbox accounts. Matthew will set up a dummy folder and share with Janet, who will upload a non confidential file for Matthew to share with the rest of the group.

3.2 Flickr Photo Storage

No offers of help, Janet will repeat the call in the next newsletter. Janet has a lot of recent photos to upload, as well as old Spring Fair ones. Andy is still working on how to incorporate other people's photos into our albums.

5. WEBSITE

5.1 Members' Area

The password protection has been removed so all the files are accessible to anyone. Noted that the discussion forum is also accessible. Agreed this should be removed completely - Matthew; if we want to set up discussion on a specific topic again in future there are better ways of doing it.

5.2 Structure

New pages were set up, front page photos changed and the notes of the APTT meetings uploaded.

Outstanding action on Janet to incorporate press contacts information in the contact us page and archive historic press releases in the members' area.

5.3 Analytics

Nothing of note.

5.4 Site Security

Confirmed that Vidahost do backups at least every day and that previous versions are retained for 30 days.

5.5 Events Promotion

Matthew has added a 'Rich Snippet' plug-in for use with events. Completing a form with basic information to a standard format facilitates the event being found by Google and other search engines.

Noted that there is a Buxton Events Calendar on the Visit Buxton site but it has no entries.

Website wherecanwego.com suggested as another site we could post events on.

6. SOCIAL MEDIA

6.1 Facebook

Likes have increased to 1455 (up 8). There has not been much activity in recent weeks; Janet will put up a post linking to the Buxton in Bloom webpage. Janet will also update the statistics spreadsheet and send round.

Agreed future posts should feature Ashwood Park, Slopes and the Cemex volunteering work.

6.2 Twitter

Followers of @townteambuxton are at 512 (increase of 31) and of @buxspringfair at 571 (increase of 6).

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Andy will start work on a 5 year compilation video to be ready for the 22nd November anniversary, for showing at the I&A meeting on 11th December and again at the 2018 general meeting.

7. PUBLICATIONS AND PUBLICITY

7.1 Flags, banners etc

No progress, outstanding action on Tina and Andy.

7.2 Publicity Materials

Nothing to report.

8. PRESS RELEASES AND MEDIA PLAN

8.1 Press Releases

The Flowerpot Person Trail and Buxton in Bloom has been covered well by Pure Buxton and the Buxton Advertiser, we are hoping for a further piece in the Advertiser this week.

Outstanding action on Tina to send list of new press contacts to Janet to incorporate into the central data base.

8.2 Media Plan

Agreed promotion needed for the Ashwood Park project, with work days arranged for later in September and again in mid October. There are also two project proposals due to go to the directors - the Neighbourhood Plan and Buxton in Bloomin' Winter - which will want promoting.

8.3 Promoting Buxton

Jessica Grocutt from Marketing Peak District visited and was shown round. She was looking for Buxton's USP, 'something for everyone' was suggested.

9. ANY OTHER BUSINESS

9.1 Photos of Buxton

Tina will follow this up with Jonathan at the Advertiser.

9.2 Peak District Boundary Walk

Noted that towards 1,000 guidebooks have been sold to date.

9.3 Likes, Retweets and Promotions

We are often asked to promote other people's events, reiterated general policy of not doing so.

9.4 Vox Pops Project

The Directors have requested we close this project and continue interviewing as part of our ongoing activities.

Janet will send a first draft of the closing report to Andy and Tina to complete, ideally before 26th September.

9.5 BTT Identity

Outstanding action on Janet to upload the new versions of the individual and grouped shadow figures onto Dropbox and update where they appear on letterheads and the website.

10. NEXT MEETINGS

Next meeting is:

Wednesday 11th October

Thursday 16th November

Tuesday 12th December

All meetings at 10am in the Dome.

JCMM

15Sept17