

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 16th FEBRUARY 2016

Present: Andy Parker, John Phillips, Matthew Nuttall, Tina Heathcote.

Apologies: Charles Jolly, Janet Miller.

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Janet wrote and distributed the February newsletter.

2. WEBSITE

2.1 Hosting

The closing report that went to the Directors at their previous meeting included a recommendation that the costs of web hosting be kept under review. The renewal of the domain name registration and its attendant cost, prompted Andy to produce a new paper which I presented to the meeting recommending that we move hosts at our earliest convenience. Andy has drawn up a closing report on the web hosting, with a recommendation to the Town Team directors to move to a cheaper host, which he has found to be reliable in the past.

2.2 Structure

Janet has created a new Buxton Market CIC page with the information that will be on the Buxton Markets own website.

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

2.3 Analytics

Andy is working on a way to get more useful data about visitors by developing a system which excludes visits by the Team admin and robots.

3. DATA STORAGE

3.1 Email Storage

Andy has drawn up a draft advisory note about a new host.

3.2 Photo Storage

Andy reported that the Flickr site is working well.

4. SOCIAL MEDIA

4.1 Facebook

Latest insights had been circulated. The page now has 923 likes, an increase of 19 since the last meeting.

More activity was expected in relation to the Buxton the Move conference.

Andy and Mathew will investigate a system called IFIT whereby Spring Fair and Buxton in Bloom likes etc can be automatically registered on the main Town Team page.

Tina suggested that all social media relating to the Town Team should go through directors in order to retain control.

4.2 Twitter

Nothing to report.

4.3 Instagram

No new activity.

4.4 YouTube Channel and Videos

Nothing to report.

4.5 Streetlife

No recent activity, nothing of much interest being discussed.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

The Buxton Advertiser had covered the market and transport conference stories.

5.2 Media Plan

Transport Conference . John to work on releases including a national angle for the BBC et al, Buxton URC Guides and the Academy of Urbanism.

It was agreed that the Directors, when consenting to a new TT project, should require that those responsible for the project consult with the Comms group before setting up any new social media accounts. In that way we can support them with whatever advice and expertise we can summon up between us and be aware of what their communications needs and aims are.

6. ANY OTHER BUSINESS

There was no other business.

7. NEXT MEETINGS

14th February 2pm.

Monday 14th March 2:00pm

John will arrange a room in the Dome.

JP

21/02/2016