

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 1<sup>ST</sup> APRIL 2014**

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

**Apologies:** Emily Markie

### **1. IMPROVING INTERNAL COMMUNICATIONS**

John had produced a revised email newsletter, focussing on the Spring Clean, but there were technical problems with forwarding it. The call to action for the various spring projects was sent out as a mail-merge email instead. John and Janet will work on an April newsletter, to be sent out 10<sup>th</sup> April, and cover:

- post general meeting, first of hopefully regular newsletter, introduce the directors
- report on 9<sup>th</sup> April Big Railing clean
- reminder of 12<sup>th</sup> April Big Buxton Spring Clean
- progress on Buxton Spring Fair
- call to collect plastic bottles and join the Big Bottle Bunting Bee (24<sup>th</sup> April)

### **2. BTT WEBSITE IMPROVEMENTS**

Andy had followed up problems with the short of memory error message, updating the site has hopefully resolved this.

Janet, Andy and Tina will meet next week to assess possible new themes.

Andy will add a new page for the Big Bottle Bunting Bee.

Agreed we should have a photo gallery page, possibly as running slide show, undecided whether as a new page under what we do, or incorporated into the Welcome page. Decision to be made after discussing theme options.

Request to incorporate new Buxton logo into web page discussed, agreed not appropriate for the website generally as we are not promoting Buxton. We could however have a link to the Visit Buxton site (as well as the one to Vision Buxton that we already have) and use the logo as the link. Proposed we have a separate 'About Buxton' page where can also have eg our Taking Stock leaflet, not yet decided how best this would fit in, Janet, Andy Tina will discuss next week.

### **3. EMAIL SYSTEMS**

Andy has redirected the communications@ address to himself and will redirect the ideas@ one to Dick Silson as soon as he has confirmed which address he wants to use.

The automated response to the pilotgroup@ address is in progress, will advise emailing townteam@ instead. Andy confirmed we can set up automatic redirects based on keywords in the subject line if we want to.

### **4. PRESS RELEASES AND EXTERNAL COMMUNICATIONS**

#### **4.1 Buxton Advertiser**

The 'Great Town' signs item was in but unfortunately without the photo.

Janet and Jane had met Jonathon Dodds, originally to discuss Buxton in Bloom ò he is keen to cover our various Spring activities and agreed provisionally to feature:

- 3<sup>rd</sup> April - Town Team 'Springs into Action' - covering Big Spring Clean, Spring Fair, Buxton in Bloom
- 10<sup>th</sup> April - little reminder about the Big Spring Clean
- 17<sup>th</sup> April - write-up about the Big Railing Clean and Big Spring Clean
- 24<sup>th</sup> April - main Buxton in Bloom plug with entry form, plus a bit about Spring Fair (see next week)
- 1<sup>st</sup> May - main Spring Fair plug including the Fair Map
- 8<sup>th</sup> May - write-up about the Spring Fair

These are actual publication dates, we need to get relevant information to him at latest by the Monday before. Janet to send John the information already given to Advertiser.

Collated figures for Big Buxton Spring Clean need to be available for Monday 7<sup>th</sup> April - Janet.

Agreed Janet will make sure John has notes of Ideas meetings, and also proposal forms for projects as they are approved; John will extract relevant info as submissions for Neighbourhood News.

Wednesday 9<sup>th</sup> April John will arrange a photographer, Andy will be there and do video footage. Saturday 12<sup>th</sup> April Janet will check what Nuno is doing (booked with Waitrose in the morning), and also ask Stuart, John will ask if a media student could help with video.

#### **4.2 Pure Buxton**

Magazine just out, with full page about Spring Fair among other things. Steve Caddy attends Town Team meetings and is proactive in chasing us for news.

### **4.3 Radio and TV**

John is sending all press releases to Radio and TV outlets as routine.

Justine has left BBC North West, John has an alternative contact (Judy Hobson?) and will send details to Janet and Tina, also his contact at Radio Derby (MattBarlow?) and with Granada.

Janet will hopefully arrange for students from Spring Fair to do an interview with HP Radio soon.

### **5. FACEBOOK**

The page now has 281 likes. Emily has put up some really good posts - 'Throwback Thursday' about last year's Spring Fair, Buxton in Bloom is here, and a new Spring Clean graphic. Janet will keep feeding information and photos.

The Big Bottle Bunting Bee event has been created and already getting comments and likes. Andy will add a Facebook button to the website linking to the Facebook page.

### **6. TWITTER**

Emily and Janet have been investigating the Twitter account and ways to recover it. Unfortunately when Sophie set it up, she used her own gmail address (not the townteam@ one) so without her co-operation there is nothing we can do, the names BuxtonSpringFair and BuxtonTownTeam are hers. Sara Hawtin eventually managed to talk to her and she does not as yet seem willing to co-operate. Agreed therefore we should abandon the original account, and set up a new one; a number of options discussed, agreed we will use @TownTeamBuxton instead, registered to townteam@buxtontownteam.org address. Janet will sort out details with Emily.

### **7. NEXT MEETING**

This will be held on Friday 25<sup>th</sup> April at 2pm, John will book a room in the Dome and advise.

JCMM

01Apr14