

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 20<sup>th</sup> FEBRUARY 2017**

**Present:** Andy Parker, Janet Miller, Tina Heathcote

**Apologies:** Carolyn Sanders, John Phillips, Matthew Nuttall, Scrutiny Group

### **1. NOTES OF THE LAST MEETING**

Notes of the meeting on 9<sup>th</sup> January agreed as a true record with minor amendments.

### **2. INTERNAL COMMUNICATIONS**

#### **2.1 Email Addresses**

Andy has set up a scrutiny@ email address and will liaise with Charles, Derek and Joe.

Agreed that (assuming project is approved) we will set up a bloom@ email address for Buxton in Bloom.

Andy will check status of the ideas@ email address which may not have been transferred to the new host.

#### **2.2 Newsletter**

The February newsletter was distributed on 2<sup>nd</sup> February. Discussion on the best order for things to appear, which depends on the reader; agreed Janet will include a link to the website diary at the start.

### **3. DATA STORAGE**

#### **3.1 Dropbox**

Andy will set up a dropbox for shared documents, Janet to send him the password for the townteam@ email address. Agreed should be accessible by directors plus Andy, but that in addition files need to be protected or read only, Andy will investigate options.

#### **3.2 Flickr Photo Storage**

Outstanding action on Janet to upload photos taken in last year or so and set up new albums as appropriate.

### **4. WEBSITE**

#### **4.1 Hosting**

The .org.uk domain name is due for renewal, agreed it can be allowed to lapse.

#### **4.2 Structure**

New pages have been created for the 2017 Spring Fair, Railings Clean and Peak District Boundary Walk projects, also for the DCC Traffic Order and the Town Team's response to it. New front page photo links also added. A page is needed for the Open Gardens Trail project - Janet.

Andy will look further into adding a gallery for the Slopes Care page, and how it can be linked to Flickr.

#### **4.3 Members' Area Access**

Andy and Janet to liaise and share spreadsheets to ensure all members have been issued with user names and passwords.

#### **4.4 Analytics**

Not discussed.

### **5. SOCIAL MEDIA**

#### **5.1 Facebook**

Latest stats had been circulated. The page now has 1301 likes, an increase of 31 since the last meeting. Noted as well as likes, people now have the option of following the page, unsure yet how this is recorded. Recent posts have been for events (spring fair and railings clean)

#### **5.2 Twitter**

Janet to check if events on Facebook are automatically tweeted. Townteambuxton has 431 followers.

Noted Charlotte and Helen have started using the spring fair twitter account, which now has 478 followers.

Janet to suggest they hashtag the townteamBuxton account and also include links to the Facebook page.

#### **5.3 Instagram**

No new activity, but Charlotte and Helen expected to start using it soon.

#### **5.4 YouTube Channel and Videos**

Nothing to report. Andy will investigate setting up a camera to record the Slopes where the crocuses planted. The window identified as ideal belongs to the Grove Hotel, Janet will forward any contact details we have, an alternative may be the roof of the Cavendish Arcade, Andy will investigate.

#### **5.5 Streetlife/ Next Door**

Streetlife has been taken over by a different company, Next Door, with some controversy over them making names and addresses public. Andy has transferred to the new organisation and will monitor discussions.

### **6. PRESS RELEASES**

#### **6.1 Recent Releases**

Pure Buxton covered the Peak District Boundary Walk and Buxton in Bloomin' Winter.

Discussion re recent press releases following the Ideas & Action meeting; agreed a general report on what was discussed and what the town team are planning is a good idea and could be a regular action. Confirmed

that a press release about the possibility of Marks & Spencers closing would have been inappropriate in the light of subsequent discussions with M&S manager. Suggested there should be an agreed policy regarding circumstance where we need to refer back to directors, Janet will check whether (how) this is covered in the Terms of Reference for the group.

## **6.2 Media Plan**

There is a long list of upcoming events and projects that we need to schedule: Railings Clean; Spring Fair; Buxton in Bloom; Ashwood Park; Slopes crocuses; Boundary Walk Launch; Open Garden Trail... Noted re Ashwood Park we need to co-ordinate publicity on pruning the yew trees with HPBC, to avoid unnecessary controversy; any publicity around the crocuses needs to be in collaboration with the Rotary Club, Tina will contact Dave Hopkins.

Agreed a separate meeting is needed soon to agree a media plan, when Carolyn and John are available.

## **7. PUBLICATIONS REVIEW**

### **7.1 Policy and Management**

It has been agreed that Comms Group need to be involved in design of all publicity materials, we therefore need a procedure for how we manage this. Agreed we can either offer to produce materials ourselves, where a project team does not have someone with appropriate skills, or if the team does it themselves we need to be involved in design at an early stage. Janet will produce a first draft for discussion.

### **7.2 Peak District Boundary Walk Save the Date Letter**

Draft letter discussed, agreed the map needs to be higher resolution otherwise no issues with this.

### **7.3 Buxton in Bloom Entry Leaflet**

Noted that the project has not been approved yet, but a project leader has been found. Tine presented an early draft for the entry form; agreed there needs to be a white box for logos and other information on the back section; the coloured background needs extending so printed version coloured to the edge; reference to the parallel shop/house decoration competition by Well Dressing Carnival to be included.

### **7.4 General Town Team Leaflet**

A draft was circulated, Andy will send his comments by email, so it can go to the directors meeting this week.

### **7.5 Twitter Logo**

A range of ideas had been sent round, discussion held over till more people are present.

### **7.6 Flags, banners etc**

Not discussed.

## **8. ANY OTHER BUSINESS**

### **8.1 Terms of Reference**

Re 6.1 above, suggested the Scrutiny Group should be asked to set up a system whereby all policies and terms of reference are flagged up for review at appropriate intervals.

### **8.2 Clash Diary**

Tina had discussed with Maggie, the Visit Buxton website does have the capacity to host it, and to link through to the Marketing Peak District site, David Mulholland is now taking it forward.

## **9. NEXT MEETING**

Provisionally **Monday 6<sup>th</sup> March 10:00am**

Andy will check availability of the rest of the group.

JCMM

20Feb17