

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 25th APRIL 2014

Present: Emily Markie, Janet Miller, Tina Heathcote

Apologies: Andy Parker, John Phillips

1. IMPROVING INTERNAL COMMUNICATIONS

We are still having problems getting a members' newsletter sorted out. Meanwhile we have sent out two mail merged emails to all members updating them about activities and asking for help of various kinds. It was agreed we would continue doing that for the time being, but 'jazz them up a bit' with colour, and possibly graphics. Janet will experiment with the next one. It was agreed this should include:

- Richard's call for help marshalling at the Spring Fair
- Talking Signposts 2014, first meeting to be held on Tuesday 13th May
- Report on the Bottle Bunting Bee
- Buxton in Bloom, nominations are now open

It was agreed we should have the calls for help at the start of the email rather than at the end.

The Ideas Group have asked if we can send out a regular email a week or two before each meeting to tell people what the topic will be and invite them to come along.

2. SOCIAL MEDIA

2.1 FACEBOOK

The page now has 317 likes, and the number is increasing steadily. Both Emily and Janet have been posting regularly, and people have been sharing and liking. The Spring Fair map has been seen by over 1,300 people, most posts are seen by about 200 people.

The 'insights' pages give a detailed analysis of who is looking at what, when, how, but we don't fully understand all the terminology; Emily will do some research and produce a short 'Guide for Dummies'.

Emily will put up additional posts covering:

- Video of the Big Buxton Railing Clean (Andy to send the footage)
- Call for help marshalling at the Spring Fair (times needed and where to email)
- That the Buxton Illustrated map will be on sale at The Buxton Spring Fair
- Photos from the Bottle Bunting Bee - once we have a full set, including the final installation

Janet will continue posting relevant Spring Fair updates as they come up.

2.2 TWITTER

One of the Spring Fair students has set up a Spring Fair account <https://twitter.com/BuxSpringFair>, and has been tweeting regularly, we already have 24 followers and our tweets are being re-tweeted. It is linked to the townteam email address and we do know the password.

Setting up a more general @TownTeamBuxton is on hold until after the Spring Fair.

2.3 INSTAGRAM

Another of the Spring Fair students has set up an Instagram account (<http://instagram.com/buxtonspringfair#>) and has done a wonderful job of adding photos from last year's spring fair, with a daily countdown to 5th May. This also has 20 followers to date. Janet will make sure we get the user name and password.

3. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

3.1 Pure Buxton

The last issue covered the Spring Clean, Spring Fair, Buxton in Bloom

3.2 Buxton Advertiser

We have had good coverage recently, albeit the promised article just before the Spring Clean failed to appear, and there was an error in the information about the Bottle Bunting Bee. Last week's issue had a very good article about the Spring Clean, and yesterday's issue covered Buxton in Bloom and the Spring Fair, with a promise of more information about the Spring Fair in next week's issue.

It was noted that the Advertiser has started a 'Shop Local' campaign, Janet will make sure Rachel and Neil know about this as it could help promote the idea of Totally Locally.

The Advertiser has also picked up on the Artisan Market trials, with a very negative report based on the opinion of one anonymous market trader last week, and a much more positive one this week featuring a trader who is named and pictured. Janet will ask John what (if any) press releases he might want to go out before and after the first trial on 7th June.

Neighbourhood News has covered Buxton in Bloom. It was suggested that Richard Silson should find someone from the Ideas & Vision Group to provide a short report after each meeting, and a short piece beforehand telling people what will be discussed.

Tina will send in a short piece about Talking Signposts in time to go in the 8th May edition.

3.3 Radio and TV

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

Janet has sent out the latest Spring Fair press release to all radio stations. Canalside Radio have said they will plug it, there has been no response yet from Radio Derby or High Peak Radio but Janet will chase them next week.

4. BTT WEBSITE IMPROVEMENTS

Janet is still having problems trying to include even very small photos, and regularly (but not always) getting the 'short of memory' error message. Other times the photos appear to upload but then are not visible on the page, only when in editing mode.

The meeting to look at options for themes had to be cancelled and will not now take place until after the Spring Fair.

5. EMAIL SYSTEMS

There has been no update from Andy about redirecting the ideas@ address to Dick Silson, or about having an automated response to emails sent to the pilotgroup@ address.

6. OTHER PUBLICITY OPPORTUNITIES

It was suggested that we could have a formal launch of the Illustrated Map, perhaps in mid-May when it is available in a few retail outlets. The idea will be put to the project team.

7. NEXT MEETING

This will be held on Friday 6th June at 2pm, John will be asked to book a room in the Dome and advise.

JCMM

25Apr14