

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 3RD SEPTEMBER 2015

Present: Janet Miller, John Phillips, Tina Heathcote, Charles Jolly

Apologies: Andy Parker

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

The next one is due! Agreed we include a link to the Ideas Meeting Survey, also info about Ideas Meeting, September litter pick, Ashwood Park river clean, Tour of Britain dates, Dome Volunteer Day, plus updates on Buxton market and Buxton in Bloom. Agreed OK to include the following non BTT stuff: Magistrates' Court consultation, FoBS planning application and Transition Buxton picnic in Ashwood Park.

2. WEBSITE

2.1 Hosting

Outstanding action on Andy re the closing report.

2.2 Structure

New pages have been added for Buxton Market and Tour of Britain.

The 'Who We Are' page has been updated, still need photos for Claire and Simon, also biogs for all - Janet.

2.3 Analytics

Not discussed as Andy not present.

3. DATA STORAGE

3.1 Email Storage

Outstanding action on Andy to investigate and draw up a draft advisory note.

3.2 Photo Storage

Outstanding actions on all of us to try uploading our photos to the Flickr site.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 793 likes, a net increase of 23 since the last meeting, with no more 'unlikes'. Not responding to Artisan Market and allowing seems to have worked - it 'blew over'.

Lot of reaction to the post announcing selection to operate the market, generally very positive indeed; a couple of people tried to link it to Artisan Market issue but responses from others dealt with the argument, no need for us to engage on it.

No update from Andy re possibility of Buxton in Bloom page becoming a sub-page of the Town Team one.

4.2 Twitter

TownTeamBuxton now has 213 followers (up 11 since last meeting), BuxSpringFair has 324 (up 7). Janet got confused and managed to tweet about scrap bikes from BuxSpring Fair. Jean Ball advises she has a download that enables posting to several social media outlets all at once, Janet will pursue.

4.3 Instagram

No activity and no change at 127 followers.

4.4 YouTube Channel and Videos

No news from Andy.

4.5 Streetlife

No activity, though we do monitor discussions.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Good coverage in the Buxton Advertiser with articles in most weeks. FoBS are very pleased with the story about the station, and there was a two page spread about Tour of Britain.

5.2 Media Plan

John will send a letter thanking the people who donated bikes, and saying we'll re-use them for Buxton in Bloom 2016. He is away from 10th September, so will draft a press release for Buxton in Bloom for us to fill in the blanks after the awards event on 16th September; special judges' award for Mrs Allen to be included. If anything new on the market we will sort a press release for that - possibly the meeting with the traders? Suggested John ask Buxton Advertiser to run a piece on the issue of Magistrates' Court closing.

5.3 Buxton News Bureau

No update.

6. ANY OTHER BUSINESS

6.1 Membership of Communications Group

No news from Nic Barfield, Janet will get in touch.

6.2 Holidays

John is away 10th September for two weeks. Janet is away 24th September to 10th October.

7. NEXT MEETINGS

Monday 12th October 10:00am

Tuesday 10th November 10:00am

John will arrange a room in the Dome.

JCMM

8Sept15