

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 4th JULY 2017

Present: Andy Parker, Janet Miller, Matthew Nuttall, Tina Heathcote

Apologies: John Phillips, Joe Dugdale

1. NOTES OF THE LAST MEETING

Notes of the meeting on 5th June were agreed as a true record.

2. INTERNAL COMMUNICATIONS

2.1 Email Addresses

There have been no calls for help re the scrutiny@ email address so we assume all is OK. Dick Silson has asked for the ideas@ address to be resurrected, Andy will sort that out with him. Viv is likely to be away for most of August, Janet and Tina will need the password to access the bloom@ address while she is away.

2.2 Newsletter

The July newsletter went out on 1st July.

3. DATA STORAGE

3.1 Dropbox

Matthew will look into the best way to set this up and bring a definite proposal to the next meeting. Janet will look into protecting the contacts lists, allowing cells to be copied and pasted but not edited.

3.2 Flickr Photo Storage

No progress; Spring Fair photos still need to be added (Janet), as do recent events eg the Grand Opening, and we still don't know how to incorporate Richard's photos into our albums. Janet will put out a call for an archivist in the next newsletter. Noted that a lot of photos were taken at the Grand Opening but we do not have many for the archives.

5. WEBSITE

5.1 Members' Area

The Directors have agreed that the notes of meetings and other information in the Members' Area need not be password protected. Andy will initially unlock the area, then look into how to rationalise and rename it. Janet will advise the change in policy in the next newsletter.

5.2 Structure

Outstanding action on Janet to produce new pages for recently approved projects and notes of APTT Group meetings. Agreed the front page photo links should be updated; Open Gardens and Grand Opening to be replaced with Flowerpot People Trail and Talking Signposts.

The press releases page was discussed. It was agreed that the information should be incorporated into the Contact Us page, with phone number and email address; historic press releases if anywhere should be archived in the (to be renamed) members' area. Janet will make the necessary changes.

5.3 Analytics

The Open Gardens Trail was again the most visited page, followed by the Welcome page, Grand Opening then Buxton in Bloom. The proportion of users accessing the site from a mobile phone was much lower than in May, which presumably reflects the different audience for say Spring Fair versus Open Gardens Trail. It was suggested we should try to take this into account, and alter the website according to the target audience at a particular time - eg for Spring Fair switching from recruiting stallholders to promotion to the general public.

5.4 Site Security

Outstanding action on Andy to check with Charles Huff re website being taken down due to malicious software.

6. SOCIAL MEDIA

6.1 Facebook

Likes have increased to 1447 (up 11). Janet will update the statistics spreadsheet and send round. Noted that the newsletter post (posted late last night) had already resulted in 31 clicks through to the website. The Talking Signpost had reached 2,246, the Flowerpot People post 1,460.

6.2 Twitter

Followers of @townteambuxton are at 481 (increase of 18) and of @buxspringfair at 565.

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Andy has some footage from the Open Gardens Trail and the Boundary Walk Grand Opening, but feels there is little point putting out a video for either right now. Agreed Andy will produce a compilation video, of everything Buxton Town Team has done in its first 5 years, to be ready for the 22nd November anniversary. Its first showing could be the December I&A meeting.

7. PUBLICATIONS AND PUBLICITY

7.1 Flags, banners etc

No progress, outstanding action on Tina and Andy.

7.2 Publicity Materials

The map and posters for the Flowerpot Person Trail have been done and will be out around town later this week. A badge was designed for Talking Signposts to wear on and off duty.

8. PRESS RELEASES AND MEDIA PLAN

8.1 Press Releases

There was a lot of coverage of the Grand Opening, including 6 radio broadcasts (HP Radio and Radio Derby). Pure Buxton will be covering it in the next issue, along with the Flowerpot Person Trail.

Outstanding action on Tina to send list of new press contacts to Janet to incorporate into the central data base.

8.2 Media Plan

The Talking Signposts should be covered in the Buxton Advertiser next week, and Kate is arranging to do an interview with High Peak Radio. Janet will promote Talking Signposts as often as possible on Facebook, calling for volunteers; she will also put out a reminder of the Bloom closing date, and notification of the Flowerpot Person Trail once all the maps and competition birds are in place.

8.3 Promoting Buxton

Noted that in the Derbyshire Life press pack, there is no mention of Buxton. Noted also that Jessica Grocutt from Marketing Peak District is visiting Buxton on Friday, Janet and Tina will be showing her round.

Noted that delivering fliers to key locations in the surrounding area started with Buxton Markets fliers, we then added Town Team fliers, Town Guide etc, and it is noticeable that there is very little advertising of anything in Buxton. Suggested that we contact other organisations in the town who might want to advertise more widely and set up a system of sharing distribution duties between us.

9. ANY OTHER BUSINESS

9.1 Photos of Buxton

Tina will follow this up with Jonathan at the Advertiser.

9.2 BTT Identity

Outstanding action on Janet to upload the new versions of the individual and grouped shadow figures onto Dropbox so they are available for all of us to use in publicity materials; also to update all our letterheads, and the figures wherever they appear on the website.

10. NEXT MEETINGS

Next meeting is:

Monday 14th August at 1:30pm

JCMM

10July17