

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 4TH MARCH 2014**

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

**Apologies:** Emily Markie, Rachel Clarke, Tezz Honeyford

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

It was noted that we now have 115 members in Buxton Town Team.

John had produced and circulated a first draft of an email newsletter. It was agreed that at this stage the newsletter should be aimed at members, with a view to keeping them informed and encouraging them to get involved; obviously we would welcome their forwarding the newsletter to their friends and suggesting that they join too. It was agreed that we should aim to send out a newsletter once a month, and that the first should include a short piece about the Spring Clean (Tina); a short piece about the Spring Fair (Janet); a piece about 'embryonic' projects (ie not yet approved) eg Buxton in Bloom, Talking Signposts, Artisan Markets, Geo-caching etc. The newsletter should include a link where there are relevant webpages, or an email link to [townteam@buxtontownteam.org](mailto:townteam@buxtontownteam.org) for more information where there are not.

John will redraft for approval, then Janet will circulate to all Town Team members.

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

Andy has not yet managed to meet up with Tezz but has been trying out possible new themes. Janet offered to meet up to help review these once a shortlist has been drawn up. It was confirmed that we should keep to standard themes so as to avoid problems in the future.

Additional pages have been set up for the Big Buxton Spring Clean and Talking Signposts, and improvements made to several other pages. It was noted that there had been problems recently with making changes, with an error message advising shortage of memory. Andy is investigating this with Crazy Pages.

It was agreed that we should have an icon to show up in browser lists, Janet will send Andy the one she produced for the Spring Fair maps.

### **3. EMAIL SYSTEMS**

Andy is checking the status of the [communications@](mailto:communications@buxtontownteam.org) and [ideas@](mailto:ideas@buxtontownteam.org) email addresses, as no-one has been monitoring these for some time. It was agreed that Andy should ask Richard Silson if as newly appointed convener of the Ideas Group, he will take ownership of the [Ideas@](mailto:ideas@buxtontownteam.org) address. Andy will take ownership of the [communications@](mailto:communications@buxtontownteam.org) address.

There is an outstanding action on Andy to set up an automated response to the [pilotgroup@](mailto:pilotgroup@buxtontownteam.org) address, advising them to email [townteam@](mailto:townteam@buxtontownteam.org) instead.

It was noted that we might be able to set up automatic redirects based on keywords in the subject line, Andy will investigate.

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

Janet has added Justine from BBC Northwest to her press contacts list and will forward the spreadsheet to John.

Roddie has sent a letter to the Advertiser this week about the Big Spring Clean, and Jane McGrother has sent one about Buxton in Bloom.

John has written a press release for the new town entry 'Great Town' signs, to go in today, and will send a pdf of this for Janet to post on the website. Hopefully it will appear in the 13<sup>th</sup> March edition.

It was provisionally agreed that we should schedule the next few weeks as follows:

- 14<sup>th</sup> March latest for publication 20<sup>th</sup> March - Big Spring Clean - general update and call for participation
- 21<sup>st</sup> March latest for publication 27<sup>th</sup> March - Spring Fair - general update, what's new, call for participants
- 28<sup>th</sup> March latest for publication 3<sup>rd</sup> April - Big Spring Clean - railings, schools and university involvement
- 4<sup>th</sup> April latest for publication 10<sup>th</sup> April - Big Spring Clean - last call to 'Bring a Bucket'

This is subject to change, as we may also want to slot in something about Buxton in Bloom.

John and Tina will meet to sort out suitable photos to accompany the Big Spring Clean releases, Janet will ask Nuno if he would be available on 12<sup>th</sup> April to take photos of the event.

It was noted that the Advertiser Community pages are becoming quite well used these days. John advised that, except for the community pages, software constraints meant the editor had very little flexibility as regards layout.

### **5. FACEBOOK**

The page now has 260 likes. Janet has set up Emily as an administrator on the page, though as yet she has not posted anything.

The Spring Fair and Big Spring Clean events are both being shared, Janet will post updates and encourage people to invite their friends to join in.

#### **6. TWITTER**

Emily has ascertained that the Twitter account was set up as BuxtonSpringFair@BuxtonTownTeam. She is trying to contact the student who set it up, failing that we will have to investigate how to get the password reset.

Once done, Emily advises that she can set thing us so that Facebook posts are automatically sent out as tweets. This does not prevent independent tweeting.

#### **7. NEXT MEETING**

This will be held on Tuesday 1<sup>st</sup> April at 2pm, John will book a room in the Dome and advise.

JCMM

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