

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 4<sup>th</sup> MAY 2017**

**Present:** Andy Parker, Janet Miller, Matthew Nuttall, Tina Heathcote, Joe Dugdale

**Apologies:** John Phillips

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

Notes of the meeting on 5<sup>th</sup> April were agreed as a true record.

### **2. GROUP MEMBERS & VENUE**

John is no longer working at the University, so his work patters have changed; we will need to arrange meetings for when he can make them, Andy will follow this up. Tina will ascertain whether we can still meet at the Dome and the best person to contact.

Agreed that we need to look through the Term of Reference and identify where there are gaps that we could sensibly recruit new people to help with - Andy to add to the agenda for the next meeting.

### **3. INTERNAL COMMUNICATIONS**

#### **3.1 Email Addresses**

Andy has sent details of the scrutiny@ email address to Charles, Derek and Joe and will assist in setting things up for them if needs be.

#### **3.2 Newsletter**

The May newsletter went out at the end of April, and the website calendar is up to date.

Matthew will look further into systems such as G Suite and Hubspot; if emails are directed through these we would for instance be able to check who had read them, or clicked on the links.

### **4. DATA STORAGE**

#### **4.1 Dropbox**

Outstanding action on Andy to look further into security and data protection issues, this is needed for key documents such as the member register, which cannot be stored securely enough on the website. Matthew will look into automated systems for linking email distribution lists to the register so one change will cascade through.

#### **4.2 Data Protection**

Noted that the rules will be changing soon, Andy will check the implications for us.

#### **4.3 Flickr Photo Storage**

The Spring Fair photos still need to be added (Janet) and Andy will upload the Railings Clean photos. Andy is still trying to work out how other people's photos eg Richard's can be transferred into our albums.

### **5. WEBSITE**

#### **5.1 Structure**

Janet has put a new graphic on the front page directing to the Boundary Walk page, and will do one for the Open Gardens Trail soon.

#### **5.2 Analytics**

Matthew had compared data for the 30 days leading up to the Spring Fair for this year and 2016. The most notable difference is that far more people are now accessing information through a mobile device rather than a laptop or PC; on Spring Fair day 70% of visits (62 views) were from a mobile.

Also noted that very few people are directed to the site from Visit Buxton. Also that if you search for Buxton Spring Fair, previous events come higher up the list than the one coming up; Matthew will look at 'de-indexing' the old pages so this doesn't happen. Concern expressed that searching 'what's on in Buxton' did not bring up the Spring Fair. It is hard to influence such a wide search term, but Matthew will investigate using Google Events and coding website pages so that Google picks them up on its searches.

#### **5.3 Site Security**

Matthew is still working on the issue of the certificate mismatch, it is irritating but not a security issue. Andy will check what would happen if Vidahost picked up malicious software on the site, and if we need to do our own backups to guard against this happening.

#### **5.4 Members' Area**

The directors to be asked to confirm that they want to retain this feature.

### **6. SOCIAL MEDIA**

#### **6.1 Facebook**

Likes have increased to 1388 (up 60). The top post was the Spring Fair map, which reached 16.5k people, with a high level of engagement (1.8k) and 363 reactions. The Entertainment Programme reached 2.5k people; the post on the day reached 4.2k, engaging 1.5k people

#### **6.2 Twitter**

Followers of @townteambuxton have increased to 453. The @buxtonspringfair account got over 3,000 impressions on Spring Fair day over 12 tweets - top tweet was the one about a set of keys that was found.

### **6.3 Instagram**

The student have been actively using this since mid February, it now has 269 followers.

### **6.4 YouTube Channel and Videos**

Andy has footage of the Spring Fair and will put this together and post as a priority. He also has a lot of footage of the Railings Clean, including some interviews; he will put something together focussing on the reasons why we do this, rather than just more kids cleaning railings. Noted we should resurrect old videos for both events in mid April next year.

Looking to the future Andy will do a video for the Open Gardens Trail on 11<sup>th</sup> and 12 June, also for the Boundary Walk Grand Opening on 17<sup>th</sup> June.

### **6.5 BTT Icon**

Outstanding action on Janet to make the new twitter icon an exact square. Matthew will then upload it to Twitter and also to Facebook in place of the picture of the Dome that has been used since the account was set up.

## **7. PUBLICATIONS AND PUBLICITY**

### **7.1 Flags, banners etc**

Andy and Tina are still investigating options for flags, agreed that to save costs we should look at getting just the flags, and sort out our own DIY weights for when needed.

They will also ascertain costs for a new banner, on solid material rather than mesh.

### **7.2 Publicity Materials**

Leaflets and posters have been taken round about 70 caravan sites, pubs and cafes in the area, for the Boundary Walk and Spring Fair, also general leaflets, the Buxton Guide, Buxton Markets Leaflets . A poster for the Boundary Walk Grand Opening is being designed and will be ordered shortly. We are expecting to receive the maps for the Open Gardens Trail for comment very soon.

Suggested that we could design and print A1 posters to mount on boards for the Boundary Walk Grand Opening, as well as for the Garden Trail.

## **8. PRESS RELEASES AND MEDIA PLAN**

### **8.1 Press Releases**

We have had good coverage of the Railings Clean and the Spring Fair in the Buxton Advertiser; Pure Buxton have been sent the information about Railings Clean and Spring Fair and should cover them in their next edition. The next priorities are Buxton in Bloom, the Open Gardens Trail and the Boundary Walk Grand opening. Marketing Peak District have agreed to promote the Boundary Walk Grand Opening.

### **8.2 Media Plan**

Agreed we should aim to do a count down to the 17<sup>th</sup> June on Facebook, with a feature on each of the 20 stages in the lead up starting towards the end of May. Tina will ask Julie for a map of each stage, and Helen if she has a suitable photo for each one.

## **9. ANY OTHER BUSINESS**

### **9.1 Photos of Buxton**

Vision Buxton do not seem to have picked up on the idea of building up a gallery via a series of photo competitions. Tina will talk to the Advertiser and see if they are interested in doing it.

### **9.2 BTT Identity**

Agreed that Janet will 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. Outstanding action on Janet to update all our letterheads, and the figures wherever they appear on the website.

## **10. NEXT MEETINGS**

Next meeting is:

**Monday 5<sup>th</sup> June at 1:30pm**

JCMM

23May17