

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 5<sup>th</sup> JUNE 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 4<sup>th</sup> May were agreed as a true record.

### 2. GROUP MEMBERS & VENUE

Agreed that we can meet in the Dome Bistro area, perhaps book a room with access to IT once a quarter or thereabouts.

The Terms of Reference were discussed. It was noted that we do not have a formal strategy for recruiting members. Market Research tends to be carried out as part of a project; it was suggested the new Project Leader Guidance should suggest this be considered where appropriate.

While no major gaps were identified, noted that we could do with more people to share the load. Agreed we will invite people to join us via the I&A meetings, and suggest they sit in on a couple of meetings to see where they might fit in.

### 3. INTERNAL COMMUNICATIONS

#### 3.1 Email Addresses

The scrutiny@ email address is working, though unsure if Charles and Derek have set it up as an additional account on their systems yet. If necessary Joe will set it up to forward to them automatically.

#### 3.2 Newsletter

The June newsletter went out on 2<sup>nd</sup> June, Janet will send Matthew meeting dates for the rest of the year. Matthew is still investigating systems such as G Suite and Hubspot.

### 4. DATA STORAGE

#### 4.1 Dropbox

Outstanding action on Andy and Matthew to set this up.

#### 4.2 Data Protection

Noted that the rules will be changing next year, Andy will check the implications for us in good time.

#### 4.3 Flickr Photo Storage

The Spring Fair photos still need to be added (Janet) and Andy is still trying to work out how Richard's photos can be transferred into our albums. We still need someone to take on the job of archivist.

### 5. WEBSITE

#### 5.1 Structure

New pages are needed for recently approved projects and also, in the Members Area, for the APTT Group meeting notes (Janet).

Agreed Matthew will add an email address and phone number to the Contact Us page, as it is not always convenient to use the on line form.

Noted that the press releases page is seriously out of date, Andy will ask John for all the ones he has sent out, Tina will sort any she has issued and Janet will post all of them on the website. Agreed that all Press Releases when sent out should be copied to the townteam@ email address.

#### 5.2 Analytics

The Open Gardens Trail was the most viewed page this month, followed by the Boundary Walk.

Outstanding action on Matthew to 'de-index' old pages so they don't take precedence over new ones for repeat events; also to investigate coding website pages so that Google picks them up on its searches.

#### 5.3 Site Security

Suggested Andy check with Charles Huff re the issue of a website being taken down due to malicious software.

#### 5.4 Members' Area

Outstanding action on Janet to check with the directors that they want to retain this feature. Noted there is a backlog of passwords to be issued, Janet will send Matthew the membership list so he can deal with this.

### 6. SOCIAL MEDIA

#### 6.1 Facebook

Likes have increased to 1436 (up 48). The top post was the first Boundary Walk Countdown post, which has reached nearly 15,000 people so far and has been shared 87 times.

#### 6.2 Twitter

Matthew has also been tweeting about the Boundary Walk, using the #PDBWalk, and will schedule more posts for while he is away from 9<sup>th</sup> June. Followers of @townteambuxton have increased to 463.

#### 6.3 Instagram

Nothing to report.

## **6.4 YouTube Channel and Videos**

The Spring Fair video was posted and has had 2.1k views. Suggested the footage from the railings clean, especially the interviews, could be used for a post a few weeks before the 2018 Railings Clean. Andy will do videos for the Open Gardens Trail and the Boundary Walk Grand Opening.

## **6.5 BTT Icon**

This has been done.

## **7. PUBLICATIONS AND PUBLICITY**

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

No progress, outstanding action on Tina and Andy.

### **7.2 Publicity Materials**

The map for the Open Gardens Trail was eventually agreed and sent to print, A1 posters and banners were also designed and put out around the town.

Boundary Walk Grand Opening posters are out, and hand printed information fliers went to businesses on the market place and nearby. DL fliers are on order (from Friends of the Peak District), A1 posters have also been ordered and will be put out as soon as the Open Gardens ones come down on 11<sup>th</sup> June.

Noted we will need to sort the map and posters for the Flowerpot person trail very soon.

Andy will check what Kate is wanting for the Talking Signposts.

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

### **8.1 Press Releases**

Tina sent out a press release for the Open Gardens Trail and included media over a wider area than normal. John has drafted a press release for the Boundary Walk, Tina will build on this and send it out to the press in the areas from which we have civic dignitaries visiting. Tina will send the list of new contacts to Janet to incorporate into the central data base.

### **8.2 Media Plan**

The countdown to the Grand Opening will continue on Facebook and Twitter.

The next priority is Buxton in Bloom, particularly a last call for flowerpot people to join the trail before the 16<sup>th</sup> June deadline, Janet will post on Facebook.

Agreed Janet will also put out a call for Talking Signposts on Facebook, but directing people to Kate rather than straight to the doodlepoll.

## **9. ANY OTHER BUSINESS**

### **9.1 Photos of Buxton**

Tina has talked to Jonathan at the Advertiser who is interested; she will follow it up.

### **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.

### **9.3 Carnival Parade**

Agreed this to be suggested to the next Directors Meeting.

## **10. NEXT MEETINGS**

Next meeting is:

**Tuesday 4<sup>th</sup> July at 1:30pm**

**Monday 14<sup>th</sup> August at 1:30pm**

JCMM

25Jun17