

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 6th MARCH 2017

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

Apologies: Carolyn Sanders, John Phillips, Scrutiny Group

1. NOTES OF THE LAST MEETING

Notes of the meeting on 20th February agreed as a true record.

2. PRESS RELEASES AND MEDIA PLAN

The proposed separate meeting had not been possible, so moved to the top of the agenda this time.

Crocus logo: Now flowers starting to show through, Andy will take photos every few days and put together with the setting out video. Agreed photo call on Saturday 18th March, Andy will email Rotary Club, Janet put on Facebook and email all those town team members who helped with planting. The plaque is in hand.

Buxton Spring Fair: Was in Advertiser last week, will need publicity nearer the time.

Ashwood Park: Will want PR when the yew trees are due to come down, but date not yet known.

Open Gardens Trail: Has been in already re call for gardens, no need for more till nearer the time.

PDBW Grand Opening: Hopefully we will meet with Julie Fawkes this week and civic invitations will go out very shortly after that, so aim for piece in Advertiser next week.

Buxton in Bloom: Project due to be approved imminently, entry forms etc will need to be agreed and ordered, aim for this to be done by end of the month so piece in Advertiser on 30th March.

Railings Clean: To take place on 25th April, main piece will be report immediately following, but agreed want a short piece in sooner re plans and invitation to help out. Note we need to remind the Advertiser the previous week to send a photographer out on the day.

Summary of agreed plan therefore as follows:

Item	PR sent by	For Publication
PDBW Grand Opening, announcement of date and VIPs etc	13 th March	16 th March
Crocus Logo on Slopes plus other work done by Care Team	19 th March	23 rd March
Buxton in Bloom theme and competition open for entries	28 th March	30 th March
Ashwood Park Yew Trees and other improvements	tbd	tbd
Notification of general meeting	4 th April	6 th April
Railings Clean preliminary note and invitation	10 th April	13 th April
Buxton Spring Fair (with fair map etc)	18 th April	20 th April
Railings Clean report on the event	25 th April	27 th April
Spring Fair report on the event	2 nd May	4 th May
Open Gardens Trail major promotion	8 th May	11 th May
Peak District Boundary Walk major promotion	15 th May	18 th May

3. INTERNAL COMMUNICATIONS

3.1 Email Addresses

Andy will send details of the scrutiny@ email address to Charles, Derek and Joe.

As soon as the Buxton in Bloom project is approved he will set up a bloom@ email address.

3.2 Newsletter

The March newsletter was distributed on 1st March. Upcoming dates were listed at the start, with the link to the website diary at the end; noted that Matthew gets diary dates from the newsletter so the diary is unlikely to be up to date when the newsletter goes out. Janet will include a reminder to send events to diary@ next time, also a call for someone with a metal detector to scour Ashwood Park for old drain covers.

4. DATA STORAGE

4.1 Dropbox

Andy has set up a dropbox for shared documents, linked to the townteam@ email address. It is a team dropbox, so should only be used by buxtontownteam.org email addresses, as all drop boxes become accessible to all other members of the team. Further discussions re what we should store there and who needs access, agreed best restricted to members of the Communications Group only for the time being. Matthew will look into how a change eg a new email address can automatically be altered on several lists or spreadsheets; Andy will look further into security and data protection issues. Noted the primary purpose is to safeguard crucial information away from someone's personal computer, not particularly to make access easier.

4.2 Flickr Photo Storage

Richard has sent us the link to photos of Ashwood Park on his Flickr account, Andy will transfer them to the Ashwood Park album on the Town Team account. (<https://www.flickr.com/photos/126381311@N05/albums>) Outstanding action on Janet to upload photos taken in last year or so and set up new albums as appropriate.

5. WEBSITE

5.1 Structure

Outstanding action on Janet to create a new page for the Open Gardens Trail project - Janet. Andy is still investigating how to link the pages to Flickr albums.

5.2 Members' Area Access

Outstanding action on Andy and Janet to check all members have been issued with user names and passwords.

5.3 Analytics

Nothing to report.

6. SOCIAL MEDIA

6.1 Facebook

The page now has 1307 likes, an increase of 6 since the last meeting.

6.2 Twitter

Not discussed.

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Nothing to report..

6.5 Streetlife/ Next Door

Next Door is based on much smaller areas than Streetlife, unsustainably so. Andy will keep us informed.

7. PRESS RELEASES

7.1 Terms of Reference

The Terms of Reference authorise the group to send out press releases about Town Team activities and ideas. Therefore updates on projects, calls for people to get involved in our activities, reports on meetings and events and so on are part of our remit. Communications such as a response to the DCC parking order, or comment on possible closure of M&S are not, and should be referred to the Directors.

8. PUBLICATIONS REVIEW

8.1 Policy and Management

A first draft had been circulated. Amendments were agreed, Janet will revise and send round again.

8.2 Twitter Logo

Following discussion by email, a preferred version identified; this was agreed with minor adjustments.

8.3 Identity

It was agreed that minor adjustments to the shadow people colours and density would improve the visual impact, Janet will make the necessary changes to the master versions.

8.4 General Town Team Leaflet

A revised draft was discussed, further minor amendments agreed (colour and size of font, additional text on front cover) - Janet will amend and send round for final approval.

8.5 Peak District Boundary Walk Save the Date Letter

Noted that the agreed improvements were made to the map and the emails sent out.

8.6 Flags, banners etc

Andy and Tina will look at possible designs for flags.

9. ANY OTHER BUSINESS

None raised.

10. NEXT MEETINGS

Dates agreed as follows:

Wednesday 5th April at 10:00am

Thursday 4th May at 10:00am

JCMM

6Mar17