

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 8th DECEMBER 2015

Present: Janet Miller, John Phillips, Tina Heathcote

Apologies: Andy Parker, Charles Jolly

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

The latest newsletter went out on 1st December, and was also posted on the website with a link from the Facebook page. Some positive comments received.

2. WEBSITE

2.1 Hosting

Outstanding action on Andy re the closing report.

2.2 Structure

New pages added for the Buxton on the Move Conference and the Open Gardens projects. Images for these two currently feature on the front page along with Markets Manager Wanted image. Some project pages also moved from Active to Completed Projects in the menu.

The 'Who We Are' page still need a photos for Simon, also biogs for all - Janet.

The Press Releases page has been updated but the latest release needs adding - John.

2.3 Analytics

No news from Andy.

3. DATA STORAGE

3.1 Email Storage

Outstanding action on Andy to investigate and draw up a draft advisory note.

3.2 Photo Storage

Janet, Andy and Tina have worked out how to upload and sort photos, a lot have now been added and organised into albums. Janet will add the Spring Fair ones soon, then we need to sort out a system for allowing other people to add theirs; someone to take responsibility for upkeep of the site would be useful.

Agreed that for general useful photos of the town, for use by press and eg the Buxton Guide, this could usefully be taken up by the Vision Buxton Marketing Group, possibly via a competition; Tina and John will suggest it.

4. SOCIAL MEDIA

4.1 Facebook

Latest insights had been circulated. The page now has 889 likes, an increase of 14 since the last meeting. Outstanding action on Andy re setting up the Buxton in Bloom page as a sub-page of the Town Team one.

4.2 Twitter

TownTeamBuxton now has 250 followers (up 5 since last meeting), the Markets Manager post and the latest newsletter were tweeted. BuxSpringFair has 346 followers (up 3).

4.3 Instagram

No activity and has dropped to 128 followers (down 3).

4.4 YouTube Channel and Videos

No update from Andy, and outstanding action on Tina and Andy to review the vox pops for transport clips.

4.5 Streetlife

Details of the Market Manager(s) post put up, no other recent activity.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Coverage in the Buxton Advertiser included a piece about the Market (including front page box) and the Town Team was mentioned in a recent piece about FoBS; there was also a piece about the Garden Fringe, with a quote from Roddie, but we don't know who sent this in. The latest Pure Buxton had no articles about the Town Team, which makes a change! Peak Radio (Chesterfield) had picked up on the Markets and followed up with John Estruch.

The planned Ashwood Park press release didn't get sent out because the event was snowed off.

5.2 Media Plan

Agreed John will do a feature around the next Ideas meeting which will include a round-up of what we did in 2015, for publication in the New year. Janet will take a camera to the meeting and try to get a group photo.

6. ANY OTHER BUSINESS

6.1 Membership of Communications Group

There was no response from Nic Barfield. Matthew Nuttall however is interested in joining us and plans to attend the January meeting.

7. NEXT MEETING

Tuesday 12th January 10:00am

John will arrange a room in the Dome.

JCMM

8Dec15