

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 9 January, 2017**

**Present:** Andy Parker, John Phillips, Matthew Nuttall, Janet Miller, Tina Heathcote, Carolyn Sanders (HPBC), Jo Dugdale (scrutineer).

### **Apologies**

None.

### **Matters arising from the minutes**

Andy will investigate the use of Dropbox and report back on a strategy for sharing data between Town Team officials. Outstanding action on Andy to create an email account for the scrutiny group. Outstanding action on Janet to redesign the BTT Twitter icon.

## **1. INTERNAL COMMUNICATIONS**

### **1.1 Newsletter**

Janet produced the January newsletter.

## **2. WEBSITE**

Andy had revamped the left-hand panel on the homepage. Andy would also investigate adding functionality to the website to display a Flickr album for photos from each project. Janet and Andy would create a pilot using the Slopes project. They would include links for Facebook posts.

### **2.1 Hosting**

Nothing to report. Due for review again in December 2017.

### **2.2 Structure**

Suggestion from Directors about adding case histories to the website was not supported at this stage because of the need to significantly alter the structure of the site. All BTT projects are described on the website together with closing reports stating what was achieved. Andy to reply to Directors explaining the decision in more detail.

### **2.3 Analytics**

There had been an excellent response to the Christmas decorations page, with 1,000 clicks plus 500 visits of nearly two minutes duration each on the instruction guide.

## **3. DATA STORAGE**

Nothing to report.

### **3.1 Email Storage**

Nothing new to report.

### **3.2 Photo Storage**

Creation of project folders on BTT Flickr account was discussed. A folder for the slopes project will be created in the first instance.

## **4. SOCIAL MEDIA**

### **4.1 Facebook**

The number of likes was now 1,270. Janet reported an amazing 13.6k surge in FB hits on the work done on the wall at The Slopes.

### **4.2 Twitter**

The number of followers had risen to 407.

### **4.3 Instagram**

Nothing to report.

#### **4.4 YouTube Channel and Videos**

No further videos produced. Video of Christmas activity is on file for use as promotional material next year and in future.

#### **4.5 Streetlife**

This is to lie on the agenda in case it becomes of use.

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

#### **5.1 Recent Releases**

Press releases had included the Sainsbury story which got a mention on page one of the Advertiser and ran on Radio Derby.

John to write a release thanking people for helping with the decorations and reinforcing the point that more retailers had come on board.

#### **5.2 Media Plan**

It was decided to take up Jonathan Dodd's offer to run a four seasons photo competition in the Advertiser to build up a stock of photographs.

### **6. TOWN TEAM LEAFLET**

Revamping the leaflet explaining the Town Team's aims, for distribution to people enquiring when they met working parties, was suggested, along with a portable banner. It should include a joining form. The induction guide could be added to the website. Tina & Janet to produce a new draft leaflet. Andy to investigate availability/cost of 'beach flag' type banners.

Directors had had a discussion about writing case histories to support funding applications, but it was decided to only do this as when it was required.

### **7. ANY OTHER BUSINESS**

Maggie Reynolds of Vision Buxton wants to take on the running of a Clash Diary for the town. Tina will meet her.

### **8. NEXT MEETING**

**9.30 am, February 15, Dome.**

JP