

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 11th OCTOBER 2017

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

Apologies: Joe Dugdale

1. NOTES OF THE LAST MEETING

Notes of the meeting on 12th September were agreed as a true record.

2. GROUP MEMBERSHIP & REMIT

A suggestion was made for a new well qualified person to join the group, Tina will approach her.

3. INTERNAL COMMUNICATIONS

2.1 Email Addresses

Outstanding action on Matthew to sort out the ideas@ address on Dick's computer. Andy will check if there are any emails collected in there.

2.2 Newsletter

The October newsletter went out.

4. DATA STORAGE

4.1 Dropbox

Outstanding action on Janet and Matthew to test out setting up a shared folder.

4.2 Flickr Photo Storage

Janet will repeat the call for a photo archivist in the next newsletter. Outstanding action on Janet to upload recent and Spring Fair photos.

5. WEBSITE

5.1 Members' Area

The discussion forum has been removed.

5.2 Structure

Janet has set up a new page and front page graphic for Buxton in Bloomin' Winter and will do the same for other projects as they are approved. The front page graphics need changing, suggested replace Talking Signposts with Ashwood Park and Buxton in Bloom with Neighbourhood plan when approved.

Archived press releases are now held in the members' area.

5.3 Analytics

The newsletter page was popular, 64 people accessed it, mostly from the Facebook link, with average time spent there 1:45 min – they must be reading it! One user had spent a lot of time looking at the CIC page and notes of Directors' Meetings.

6. SOCIAL MEDIA

6.1 Facebook

Likes have increased to 1462 (up 7). There has not been much activity in recent week Suggested we could have more editors, so as to rely less on the three current ones, but concern re the risk of inappropriate posts.

6.2 Twitter

Followers of @townteambuxton are at 515 (increase of 3). Suggested we could allow project leaders to send tweets about specific events, possibly via a dedicated email address; there is always the risk that someone posts something inappropriate, so would we need to approve before posting? Matthew will explore options.

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Action on Andy will start work to produce a 5 year compilation video for the 22nd November anniversary.

Noted Andy has quite a lot of footage of the Crescent for possible future use.

Also noted the APTT Group would like some suitable Vox Pop clips for a meeting on 18th October.

7. PUBLICATIONS AND PUBLICITY

7.1 Flags, banners etc

No progress, outstanding action on Tina and Andy.

7.2 Publicity Materials

A flier has been produced calling on businesses to contribute to christmas lights; some amendments agreed, Tina will implement and Janet will send revised graphics.

8. PRESS RELEASES AND MEDIA PLAN

8.1 Press Releases

The WI fund raising coffee morning was covered by the Buxton Advertiser.

Outstanding action on Tina to send list of new press contacts to Janet to incorporate into the central data base.

8.2 Media Plan

Tina will sort out a press release for the Ashwood bulb planting, but will need someone to provide photos. The Buxton in Bloomin' Winter adopt a spot will also need some promotion.

8.3 Buxton BID

Noted that this has become somewhat controversial. Agreed any comment from Buxton Town Team should be neutral – we look forward to seeing the outcome of the feasibility study when it comes out.

9. ANY OTHER BUSINESS

9.1 Volunteer Engagement

Noted that we get a lot of requests via social media particularly to resolve town maintenance issues. Also that there are a lot of people who 'like' us and comment very positively. Queried whether could utilise social media for greater involvement eg calls for help or ascertaining and setting priorities. Also how can we break through the inertia, and translate this goodwill into active involvement – with more volunteers we could achieve more. Suggested we could arrange a workshop to discuss the issue, and invite Directors, and possibly project leaders, to participate. The workshop could also address the question of extending access to social media to project leaders. Janet will raise this at the next Directors' meeting.

9.2 Highest Market Town

Another erroneous entry in the Telegraph, with errors identified on Met Office website, Andy picked this up.

9.3 Likes, Retweets and Promotions

We have had a request from Vladimir regarding a social research project, suggesting the town team might want to be involved; Janet will invite him to meet to discuss.

9.4 Vox Pops Project

The Closing Report was completed and has been accepted.

9.5 BTT Identity

Outstanding action on Janet to upload the new versions of the individual and grouped shadow figures onto Dropbox and update where they appear on letterheads and the website.

10. NEXT MEETINGS

Next meeting is:

Thursday 16th November

Tuesday 12th December

All meetings at 10am in the Dome.

JCMM

5Nov17