

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 16th NOVEMBER 2017

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

Apologies: Joe Dugdale

1. NOTES OF THE LAST MEETING

Notes of the meeting on 11th October were agreed as a true record.

2. GROUP MEMBERSHIP & REMIT

Outstanding action on Tina to approach our suggestion to join the group.

3. INTERNAL COMMUNICATIONS

3.1 Email Addresses

Matthew has set up the ideas@ address on Dick's computer, so far he is not using it...

Janet had a problem with townteam@ emails failing to save to the sent box, but it resolved itself after a few days.

3.2 Newsletter

The November newsletter went out on 7th November.

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 Structure

Janet has updated the Buxton in Bloomin' Winter page with information about the lantern parade and a link to the 'how to' sheets. Andy will create a page with the words to the songs that people can link to on the day of the parade. Front page graphics still need changing, Janet will replace Talking Signposts and Buxton in Bloom with Ashwood Park and the Litter Picking Group. The Neighbourhood Plan will replace one of those when approved.

5.2 Analytics

Nothing significant to report.

6. SOCIAL MEDIA

6.1 Facebook

Likes have increased to 1480 (up 18). Five posts have gone up since the last meeting; the Ashwood Park 'before & after' photos reached 4,365 people, with 16 shares and 8 comments; next most popular was the post about the WI raising money for Christmas lights, which reached 1,599 people.

6.2 Twitter

Followers of @townteambuxton are at 533 (increase of 18); @buxtonspringfair has 570 followers. Outstanding action on Matthew to explore having a dedicated tweeting email for project leaders to use.

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Outstanding action on Andy to produce the 5 year compilation video for our anniversary on 22nd November. Hopefully we will be able to show it at the December Ideas Meeting, Andy will discuss with Dick.

7. PUBLICATIONS AND PUBLICITY

7.1 Flags, banners etc

No progress, outstanding action on Tina and Andy.

7.2 Publicity Materials

We were expecting to see the Buxton Christmas Events fliers, as BTT are funding them and they include our logo, but they have already been printed, Andy will take this up.

8. PRESS RELEASES AND MEDIA PLAN

8.1 Press Releases

The Buxton Advertiser covered the WI fund raising for Christmas lights, the Ashwood Park bulb planting and the Christmas lights and lantern parade. Pure Buxton will be out soon and is covering the Christmas lights and decorations.

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

8.2 Media Plan

The main promotion will be around Christmas decorations and lights, we will need photos of lights being put up, bows being attached to trees, stars to lamp posts etc. Tina will do press releases, Janet will do Facebook, with

links to the Buxton in Bloomin' Winter web page. The five year anniversary video will be posted as soon as it is done.

9. ANY OTHER BUSINESS

9.1 Volunteer Engagement

The Directors agreed that we should organise a meeting and invite them and past project leaders. Noted it will need to be well structured if it is to be worthwhile. Agreed provisionally to focus on how to:

- get existing members to be more active
- attract new members who will be active
- develop people who will take on the responsibility of leading projects

and consider what methods we use now, what works and what could be done better, what else we might do. We should also look at how we use the data base, use of skills lists and so on. Agreed planning this will be the main focus of the December meeting. Meanwhile Janet will send out a 'save the date' invitation for Monday 22nd January 7-10pm, Tina will enquire about a room in the Dome.

9.2 Likes, Retweets and Promotions Study

Janet will invite Vladimir to join us for a slot at the December meeting.

9.3 Travel Plan

Noted that the Comms Group will be involved in promoting and analysing the residents' survey.

9.4 Neighbourhood Plan

Noted that this has the potential to be controversial. Also that it will involve very significant communications effort, and how this will be dealt with is not clear in the project proposal; this will be raised with the Directors.

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 agreed:

10am Tuesday 12th December

10:30am Tuesday 9th January

All meetings in the Dome.

JCMM

21Nov17