

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 9th JANUARY 2018

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

Apologies: Joe Dugdale, Lesley Caddy

1. NOTES OF THE LAST MEETING

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

2. GROUP MEMBERSHIP & REMIT

We have two new members of the group:

Helen Kendrick is a University of Derby student who has helped out at the last two Spring Fairs and with various other projects. She is proficient with social media. Matthew will set her up as an editor on the Facebook page and let her have the Twitter log in information, Janet will send her contact details for the current project and activity leaders so she can keep in contact and post/tweet about their projects as appropriate.

Lesley Caddy is production editor of Pure Buxton and has also helped out on a number of Town Team projects. She sent apologies for today but hopes to join us at the next meeting.

3. INTERNAL COMMUNICATIONS

3.1 Email Addresses

Dick is now using his ideas@ email address.

3.2 Newsletter

Matt has taken over writing and distributing the monthly newsletter, the latest one went out on 5th January. The membership list is now set up on Mailchimp, which analyses responses; of the 236 addresses sent to, 4 were undelivered, 97 (41%) have been opened so far. Using Mailchimp means the layout has changed so the email is longer (and narrower) than before, Matt will see if this can be adjusted.

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

Matt 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 various of pages but new pages are needed for recently approved projects Fairfield Road and Neighbourhood Plan - Janet. Tina will send suggested text and photos for the Fairfield Road Project, Andy may have a photo that we can use for the Neighbourhood Plan page. New front page pictures are also needed. Suggested we should add a paragraph about the Ashwood Park sculpture to the project page.

5.2 Analytics

Nothing to report.

6. SOCIAL MEDIA

6.1 Facebook

Likes have increased to 1489. We have not posted very much in recent weeks, agreed Janet will post a thank you to everyone involved in the Christmas decorations (Tina to provide a list) and that Helen will post about the Ashwood Park sculpture unveiling.

6.2 Twitter

Followers of @townteambuxton are at 550. Helen and Matt will look into tweeting direct and disabling the automatic tweeting of Facebook posts.

6.3 Instagram

Nothing to report.

6.4 YouTube Channel and Videos

Andy was unable to get the 5 year compilation video done in time for the December Ideas meeting, this is now needed for the general meeting, which will probably be held in April - Andy.

7. PUBLICATIONS AND PUBLICITY

7.1 Flags, banners etc

No progress, outstanding action on Tina and Andy.

7.2 Publicity Materials

Nothing has been sent through to us for approval. The joining leaflet is due for a reprint, so needs reviewing in case any amendments are needed. The Fairfield Road project and the APTT Travel Plan survey are also likely to want to send out fliers in the next few weeks.

8. PRESS RELEASES AND MEDIA PLAN

8.1 Press Releases

The Buxton Advertiser and Pure Buxton covered the Christmas decorations and the lantern parade; the parade was also promoted on High Peak Radio. The Advertiser also covered the announcement that the Town Team will not be organising the Spring Fair in 2018, this has prompted a lot of response including from a few people who may be willing to take over organising the event. Janet is in contact with them.

A 'Hopes for 2018' article also featured Roddie as chair of the Town Team, it was suggested this might have been better as a written submission, to minimise the chance of misinterpretation.

8.2 Media Plan

The Advertiser have been informed about the Ashwood Park statue unveiling on 11th January and will be sending a photographer. Helen will attend and post something on Facebook.

Other projects that will need promoting in the next few weeks:

- Fairfield Road, promotion of a clean up event, probably to take place in March
- APTT Group Residents Consultation, encouraging participation, probably late January
- Neighbourhood Development Plan, assuming other groups who are being contacted support the proposal, we will need to promote a big public meeting in March
- Sparrow Park - we have been asked to help clean and paint the railings for a plaque dedication on 1st April, this work was already in hand by the Slopes Team, so a good opportunity to promote the work they do more generally.

9. ANY OTHER BUSINESS

9.1 Engagement Strategy Workshop 22nd January

A draft agenda was discussed and agreed. The Save the Date email went out, Janet will send a follow up with more detail of the programme. Tina will sort out the detail of the topics to be addressed.

9.2 Place Experience Study

Vladimir has been invited to attend the January Ideas Meeting to present his research and run a workshop. He had requested permission to use our Vox Pop videos, confirmed he can view them but cannot publish them, as the participants only gave permission for use by Buxton Town Team.

9.3 Data Protection

Noted Simon Fussell has volunteered to look into the implication of the new rules that come into force in May.

9.4 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 meetings agreed:

10:30am Wednesday 14th February

10:30am Wednesday 14th March

10:30am Wednesday 11th April

All meetings in the Dome.

JCMM

10Jan18