

# Website, Social Media & Newsletter Panel

11 May, 2021

4:00pm

DRAFT Notes

Present:

Cllr Victoria Alcock (VA)

Cllr Gill Cleeve (GC)

Lisa Cowley (LC)

Cllr David Curtis (DC)

Cllr Philip How (PH)

Cllr Tony Jackson (TJ)

All members attended the meeting via Zoom.

## 1. Apologies

Apologies were received from Cllrs Ian Fradgley (IF) and Cohl Warren-Howles (CW-H).

As IF will no longer serve on this panel from 21 May, it was asked if thanks to him for his input in this group could be put on record.

## 2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 30 March, 2021;

The notes were approved as correct record.

## 3. Bridging the Gap

### • **Feedback and Future**

LC advised that there were only 250 copies of Bridging the Gap printed this time due to numerous left-over copies of the last two issues. She advised that there are still around 75 copies left outside the Town Hall. A couple of members advised that they would pick these up for distribution this week.

It was thought that distribution will become a lot easier once more venues are open such as the library, visitor information centre, Foundation House etc.

It was asked whether we could see how many people download or read BtG online. LC responded that she needs to re-establish the Google Analytics membership in order to gather this information.

It was agreed that we should stick to printing 250 copies of the newsletter, especially for the next edition and possibly re-evaluate for the Christmas edition.

#### 4. Website and Social Media

- **Mayor's interactions with the community**

TJ gave an update on some recent engagements he had attended:

- An assembly at Stratford School
- The launch of the inaugural Junior Park Run;
- The opening of Crew Clothing on Bridge Street;
- The film of the virtual Shakespeare's Birthday Celebrations;
- The Holy Trinity Shakespeare Sunday Service;
- A photo opportunity for the Herald for the burial of the Covid-19 Time Capsule;
- A visit to Kenilworth Castle with other civic heads;

TJ also reported that he will be officially opening another new shop on Bridge Street, Much a Shoe About Nothing, on Monday 17 May.

As this will be TJ's last meeting as Mayor, GC thanked him for his input into this group and noted that she was glad that he was able to complete more engagements towards the end of his Mayoral year.

- **Accessible Stratford**

PH raised the point that we do not have a link to the Accessible Stratford website on the STC website, noting that we do not have much information about Stratford in general.

It was agreed that whilst STC is not a tourist information provision, many locals may also find this information helpful and therefore it is a good idea to include it on the website. It was thought that it would fit in well under the 'Accessibility' heading of the website but

that we should only link to the website, not host the accessibility guide itself.

- **White Ribbon Campaign**

White Ribbon Campaign spokesman Dr Bob Williams attend the Town Council meeting on 30 March, 2021. Whilst Council expressed their support for this campaign, it was not decided how it would be taken forward. It has therefore been brought to this group to agree some form of promotion and communication.

VA suggested that we ask Dr Williams to write an article/blog post for Bridging the Gap and the STC website. Snippets of this can then be continuously shared via social media.

VA also suggested that the STC website could feature blogs of other organisations on the website. DC agreed this was a good idea, but a criterion would need to be agreed of which organisations would be eligible to feature. LC agreed to put this on the agenda for the next meeting.

- **Virtual Tour of Town Hall**

PH advised that as we are looking to stream Town Council meetings even when they return to taking place at the Town Hall, he is considering a 360° camera. This would allow STC to create a simple virtual tour of the Town Hall.

VA commented that if we are trying to sell a venue, it is best to get a professional to do this. LC agreed to invite Ben from ATS Films to the next meeting.

5. AOB

LC advised that there are three PCs at the Town Hall that are being replaced and therefore, asked whether this group would consider looking into donating or recycling these computers. VA mentioned that she may have a contact she could approach to discuss this.

6. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 8 June, 2021.

*The meeting closed at 4:51pm.*