

# Website, Social Media & Newsletter Panel

13 November, 2020

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

Cllr Cohl Warren-Howles gave her apologies. In her absence, Deputy Chairman Cllr Gill Cleeve agreed to chair the meeting.

## 2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 27 October, 2020;

The notes were approved as correct record.

## 3. Bridging the Gap

### • **Sign off on content/design**

LC shared the November issue as it currently stands. She explained that she still has a couple of gaps, but these are due to be filled shortly. The content for this issue includes:

- An article describing the “different kind of Christmas” we will be experiencing this year;
- Information on the ‘Eco’ Advent Calendar;
- A feature on Stratford-upon-Avon Christmas Lights Company, written by Matthew Coombes;
- Calendar of Meetings;
- Hands. Face. Space poster;
- Councillor contact details;
- Information on Stratford Support;

- An advert promoting hiring of the Town Hall for events;
- What's Open – a list of town centre businesses open for takeaway and delivery;
- Youth Town Council – a message from the Chair;
- Information on Census 2021;
- A safety article – electric blanket testing, email scams etc.

It was agreed that this edition of BtG would be mostly online, but 500 would be printed for distribution to residents, businesses and to be available outside the Town Hall.

Members agreed to the sign off of this issue of Bridging the Gap.

- **Content for the Herald on 26 November**

It was agreed to feature the following content in the Herald advertorial:

- Information on Father Christmas's post box;
- Stratford-upon-Avon Youth Town Council;
- Calendar of Meetings;
- 'Eco' Advent Calendar;
- Stratford Support;
- Town Hall advertisement.

#### 4. Website and Social Media

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

TJ gave a rundown of his recent activities, which include:

- Presenting the award to the student at Stratford Primary School that painted the winner picture of the Mayor;
- Pre-recorded Remembrance Service and reading;
- Laying a wreath in the Remembrance Garden on Remembrance Sunday;
- An interview on Welcombe Radio regarding Remembrance Day.

○

TJ described that he is going to hold a new competition with Stratford Primary. This will encourage pupils to write a 'Mr Mayor' story in the style of the 'Mr Men' books.

Members thought it would be a great opportunity to get other primary schools involved. LC said she would send the list of primary school contacts to the Mayor.

The Mayor will be switching the Christmas lights on in town at 6:30am on Thursday 19 November.

5. AOB

- **Green Advent Calendar – Update**

PH reported that now we have agreed on the artwork for this, he is working on making this interactive. He said there will be a prototype soon that he will ask members to test on various devices.

- **New Year, New You**

As CW-H is leading on this and was unable to attend this meeting, it was agreed to defer it to the next meeting.

6. Date of the Next Meeting

The next meeting will take place at 4:00pm on Friday 4 December, 2020.

*The meeting closed at 4:34pm.*