

Website, Social Media & Newsletter Panel

20 May, 2020

3:00pm

Agenda

DRAFT Notes

Present:

Cllr Victoria Alcock – STC (VA)
Cllr Gill Cleeve – STC (GC)
Lisa Cowley – STC (LC)
Cllr David Curtis – STC (DC)
Cllr Ian Fradgley – STC (IF)
Cllr Tony Jackson – STC (TJ)
Cllr Philip How – STC (PH)
Sarah Summers – STC (SS)
Cllr Cohl Warren-Howles – STC (CW-H)

All members attended the meeting via Zoom.

1. To elect Chairman and Vice-Chairman of the Website, Social Media & Newsletter Panel;

It was proposed, seconded and agreed that Cllr Warren-Howles be elected as Chairman and Cllr Cleeve as Vice-Chairman.

2. Apologies

There were none.

3. Notes from the Website, Social Media & Newsletter Panel meetings held on 4 February, 2020

The notes were approved.

4. Bridging the Gap/Website

- Ideas to help get through the current COVID-19 pandemic

CW-H reported that she had been asked if there is a forum that lists different organisations and clubs for hobbies such as crafts, cooking, gardening etc. She referred to Salisbury City Council's website that offers information on events and clubs happening in the city.

There was a discussion on whether this would sit best on the STC website or the Stratford Support website and how it would fit in Bridging the Gap.

SS advised that Warwickshire County Council has a list of activities happening in the county, and that the Stratford based ones could be extracted to form a list for us to feature on our website on in our newsletter.

It was agreed that LC could create a page on the Town Council website as a directory of these activities. This could include links to other website pages which would also help drive traffic to our website.

GC suggested that these clubs and organisations could be featured on the Stratford Support Facebook page going forward.

It was decided that we will also feature a small number these in Bridging the Gap as a standing item in each edition.

- Climate Actions

CW-H expressed a wish to announce our green policies on both the Town Council website and in Bridging the Gap. STC's Tree Planting Policy has not yet been signed off, but when it is this could also be highlighted.

LC agreed to set up an additional page on the Town Council website on the Council's climate actions and green policies.

- Next Edition – Additional BTG prior to the scheduled July issue;

LC advised that she would normally be acquiring a date for the July issue of Bridging the Gap and starting to collate content by this time.

IF expressed a wish to put out an additional issue ahead of this time to update on current town news. He conveyed that he now had an increased bank of volunteers (who helped deliver the second Stratford Support leaflet) who are keen to help, and we could possibly ask them to deliver an additional issue of the newsletter.

PH was reluctant to use the same volunteers that we used for the leaflet delivery to deliver Bridging the Gap as they are two completely different items. He did suggest we could re-engage with these volunteers if we specified that we would be asking them to do an unrelated task to the Stratford Support group.

VA also notified the group that many of the volunteers she used in her ward to deliver the leaflet are soon returning to work. TJ voiced a wish for the volunteers for Stratford Support to become volunteers for the town eventually if they are able.

SS informed that the last edition of Bridging the Gap cost the Council £3,420 and that we do not have funds in the budget for an additional edition. If we wanted to go forward with this, we would have to use money from reserves.

SS also mentioned the possibility of designing the BTG artwork in house to save the approx. £700 design cost. PH suggested using Afinity Publisher which is on offer for £23.99 instead of £48.99 for the next nine days.

It was agreed that we would not publish an additional issue of BTG at this time and if we wanted to share any additional information before the July issue, we would use another Stratford Support leaflet to do this.

Conversation turned to how we would distribute Bridging the Gap if the Midweek did not resume delivery by July. LC agreed to contact Mike Flowers from SetSquare Creative Solutions regarding this

N.B. LC has since received a reply from Mike who informs that he has been looking into alternative distribution methods and will be in touch shortly to discuss these.

PH proposed that we create a PDF online newsletter that we could release as frequently as we wished. This could include latest STC news, links to BTG articles and information about latest issues. Residents would be able to subscribe to this newsletter and it would be emailed directly to them.

It was also considered worth asking Stratford Town Trust if they would consider paying for an advert in Bridging the Gap to assist with the printing and distribution costs. This would require a conversation with STT.

5. Stratford Herald

On Thursday 7 May Stratford Herald announced that they had gone into administration, however the newspaper is continuing to be produced whilst a buyer for the titles is sought.

The panel hoped that the Herald would receive expressions of interest regarding this and that the future would look more positive for the newspaper.

6. Mayor's Interactions with the Community

TJ asked how he would go about updating his engagements as Mayor on our online platforms. LC agreed to liaise with TJ regarding blog posts and updates for the Mayor's Facebook page.

VA and GC agreed that the Mayor of Stratford-upon-Avon Facebook page had been very successful and is a good way to keep a record of past Mayors as well as the incumbent.

7. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 9 June, 2020.

The meeting closed at 3:47pm.