

Website, Social Media & Newsletter Panel

21 July, 2020

3:00pm

DRAFT Notes

Present:

Cllr Victoria Alcock (VA)
Cllr Gill Cleeve (GC)
Lisa Cowley (LC)
Cllr David Curtis (DC)
Cllr Tony Jackson (TJ)
Cllr Philip How (PH)
Cllr Richard Vos (RV)
Cllr Cohl Warren-Howles (CW-H)

All members attended the meeting via Zoom.

1. Apologies

Apologies were received from Cllr Ian Fradgley (IF) and Sarah Summers (SS).

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 9 June, 2020;

The notes were approved as correct record.

3. Bridging the Gap

- Mock-up of potential July edition

Members were pleased with how the next edition of BtG that LC had created was looking. LC spoke of her concern regarding the Town Centre Traffic Layout article, as this something that is under constant review and amendment. It was agreed that an article should be included that explains the reasons for the changes but highlights that it is constantly altering. CW-H will speak to Cllrs J Fradgley and Rolfe regarding the latest updates which we can put on the Town Council website. The BtG article can then direct readers to the website to obtain the most up to date information.

The following content was also suggested in order to fill the remaining gaps:

- More information on defibrillators, including a profile on Martin Fagan from Community Heartbeat Trust who gave a presentation at the General Purposes Committee on 14 July;
- An article on Stratford-in-Bloom – TJ to provide;
- A reminder on social distancing, masks, handwashing etc.

GC and DC also mentioned that they would send LC updated telephone numbers to include in the Town Council Contacts section of the newsletter.

- Printing/Distribution;

This item was returned to the agenda following the General Purposes Committee on 14 July. Many members of the GP Committee did not agree with the recommendation made by this panel to transfer over to producing mainly digital copies of BtG and to only print 1,000 hard copies.

After further discussion it was agreed that we print one more paper copy of Bridging the Gap, in which we would include a statement describing our plans to move to digital distribution. This article would include an option to opt-in to receive hard copies of the newsletter going forward. CW-H will come up for some text for this.

Conversations then turned to how we go about printing and distributing our next issue. A quote was received from Look Local as follows:

£55.00 per thousand + VAT

However, the delivery area for this company is quite limited.

RV suggested another company, Leaflet Distribution Services, who he advises are keen but is unsure if they have the capacity to deliver to as many residences as we require. RV agreed to provide LC a contact for this company.

It was agreed that it was now extremely unlikely that this edition

would be out in July, and another meeting would have to be convened for a final decision to be made on printing and distribution options.

VA noted that whichever company we choose to print BtG for us, the paper must be recyclable.

4. Website and Social Media

- Mayor's interactions with the community;

TJ has attended the following events since the last meeting:

- The re-opening of Rohan;
- Zoom calls with Lifeways, Samaritans, RDA and more.

GC suggested that as masks in shops are compulsory from 24 July it would be good for the Mayor to have a photograph taken in a shop wearing a mask. GC suggested a few different businesses in town that would be keen to have the Mayor attend, and it was decided that contact would be made with the owner of The Refill Box. This would also be a good photo opportunity from an eco-friendly standpoint.

5. AOB

- Covid-19 Memory Bank

TJ reported that he would be talking to Escape Arts next week and that he would discuss this idea with them.

CW-H noted that Coventry City Council have provided a downloadable sheet on their website for children to complete and bury in their gardens etc. She wondered whether we could do something similar to this.

It was agreed that we should seek ideas from other councils and involve local schools, newspapers, churches etc. as much as possible in this project.

- Green Advent Calendar

CW-H gave a brief update on the Green Advent Calendar. She advised that she had received some suggestions from fellow Councillors as well as obtaining some ideas from a book on carbon neutrality. CW-H will take these ideas to the next Climate Change Task & Finish Group meeting and then bring it back to this meeting to discuss how we best execute this for Christmas 2020.

6. Date of the Next Meeting

It was agreed that LC would see how far she gets with seeking further quotes and inputting the additional information into the Bridging the Gap copy, and she would then contact the group to arrange the next meeting. It was agreed that 3:00pm on a Tuesday was a time that suited members.

The meeting closed at 3:50pm.