

Website, Social Media & Newsletter Panel

27 October, 2020

5:00pm

DRAFT Notes

Present:

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

All members attended the meeting via Zoom.

1. Apologies

Cllr Victoria Alcock (VA) and Cllr Ian Fradgley (IF) gave their apologies.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 6 October, 2020;

The notes were approved as correct record.

3. Bridging the Gap

• **Content so far**

LC shared the November issue as it currently stands. She explained that it still has many gaps, but so far, the content includes:

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

- Information on Stratford Support;
- Market information;
- An advert promoting hiring of the Town Hall for events;
- What's On – work in progress.

The following content ideas were suggested:

- Youth Town Council – a message from the Chair;
- Information on the Attic Outdoor Pantomime in the What's On section;
- A safety article – electric blanket testing, fire alarm services, property marking, 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.

- **Publication date – 19 or 26 November**

As the first official meeting of the Youth Town Council is due to take place on 12 November, it was thought that we should aim to publish BtG on 26 November as this will allow more time to put together a Youth Council article, and to include a photograph and message from the Chair.

- **The Stratford Herald**

There was a discussion over whether we would like our BtG themed advertorial to be included in the Christmas edition of The Herald on 19 November, or in the Christmas Focus magazine on 26 November.

It was ultimately agreed that we should place a one-page advertorial in The Herald on 26 November. This would be after the Christmas edition, but our content will not only focus on Christmas.

CW-H has subsequently sought a copy deadline from the Herald which is as follows:

- Copy deadline - Monday 16 November;
- Artwork deadline - Friday 20 November.

4. Website and Social Media

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

TJ gave a run down of his recent activities, which include:

- 'Mark Steel's in Town' radio show;
- BBC Midlands Today television interview regarding RSC redundancies;
- Planting crocuses with volunteers from Stratford Rotary Club to raise awareness for the continuing efforts to eradicate Polio;
- Knitting for the 'Remembrance Tree';
- Presenting the Stratford in Bloom Chairs Trophy to Thomas Tallis-Hathaway and the Schools Award to Bridgetown School via a virtual assembly;
- Civic Zoom calls.

TJ notes that in November he hopes to start up his 'Afternoon Tea with The Mayor'. This will be offered to other Civic Dignitaries and eventually community volunteers.

5. AOB

- **Green Advent Calendar – Update**

Three rough sketches have been provided from artist Katie Morgan for the panel to choose from.

All members present voted for image three, a Christmas themed drawing of Holy Trinity Church.

It was agreed that CW-H should get back in touch with Katie to request the perpetual use of this image, and to clarify the price.

- **New Year, New You**

CW-H suggested that a campaign could be launched in the New Year to promote positivity after such a difficult year. Suggestions could include:

- Keeping active;
- Mindfulness – opening your windows to hear the rain etc.
- Starting a gratitude journal;
- Trying to cooking recipes;

CW-H agreed to circulate some further ideas to the Council in order to receive feedback.

6. Date of the Next Meeting

The next meeting will take place at 4:00pm on Friday 13 November, 2020.

The meeting closed at 5:50pm.