

Website, Social Media & Newsletter Panel

3 August, 2021

3:00pm

DRAFT Notes

Present:

Cllr Victoria Alcock (VA)

Cllr Gill Cleeve (GC)

Lisa Cowley (LC)

Cllr Roy Dyer (RD)

Cllr Kevin Taylor (KT)

All members attended the meeting via Zoom.

1. Apologies

Apologies were received from Cllrs David Curtis (DC), Philip How (PH) and Cohl Warren-Howles (CW-H).

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 11 May and 8 June, 2021;

As the notes from the meeting on 8 June meeting had not been circulated yet, it was agreed to review these along with the notes from 11 May, and this meeting, at the next meeting.

3. Bridging the Gap

• **Issue so far**

LC shared the screen on Zoom to display the issue as it currently stands. Content so far includes:

- The New Mayor Pings into Action;
- Town Councillor Contact Details;
- White Ribbon Campaign;
- Calendar of Meetings;
- Bless Our NHS;
- Spotlight on Our Community – Friends of Shakespeare's Church;

- War Graves at Stratford-upon-Avon Cemetery;
- The Town Hall – A perfect venue for almost every occasion;
- Covid19 Guidance;
- Vaccine booking information;
- What's On;

Suggestions for further content was discussed:

- Youth Town Council – advertise the YTC Social Event;
- What's On in the Town Hall.

There was also a question raised as to whether one of the 'What's On' items should be included as it is a commercial business. LC agreed to check this.

It was agreed to aim to get this issue out week commencing 17 August and that we would print 250 copies.

4. Website and Social Media

- **Virtual Tour of the Town Hall – Update**

KT advised that Ben from ATS Films has completed two filming sessions at the Town Hall but that the third had to be postponed due to an event being cancelled. KT agreed to check the Town Hall diary to see if there are any suitable events coming up that Ben could film the set-up of – if not, he said he would ask Councillors to volunteer to stage a wedding set-up.

- **Mayor's Social Media**

KT is using the Mayor's Facebook page well and is updating daily. He is currently considering whether to start up the Mayor's Blog for his municipal year. LC suggested that the BtG article that he has written could act as the first blog post too.

- **Our Place Our Planet**

It was agreed to wait until Cllr Warren-Howles can attend the meeting to discuss this.

- **White Ribbon Campaign**

White Ribbon Ambassador, Bob Williams has provided written material for sharing on the Town Council website and social media.

As he has recently signed up to be an Ambassador of White Ribbon, KT agreed to share a piece on the Mayor's Facebook page which then can be shared wider on the STC channels. A piece will also go in Bridging the Gap.

5. AOB

None.

6. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 14 September, 2021.

The meeting closed at 3:30pm.