

Website, Social Media & Newsletter Panel

30 June, 2020

3:00pm

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. Apologies

There were none.

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 agreed that the mock-up that LC had created was good and asked how far she had got with proposed content. LC responded that she had contacted two organisations who had previously expressed an interest in appearing in the July edition of BtG but had yet to hear back.

Ideas for potential content included:

- Promoting the reopening of the markets;
- Christmas Lights Company updates;

- A reminder on social distancing;
 - Severn Trent infographics – Saving wonderful water;
 - Information on vaccinations;
 - Encouragement to shop local;
 - Stratford Support website/services;
 - Town centre road layout (with a disclaimer that this is subject to change);
 - Defibrillators in the community;
 - A section to opt-in to receiving hard copies of BtG (explained further below).
- Printing/Distribution;

SS attended the meeting for this agenda item and withdrew shortly thereafter.

LC shared the below table to indicate the comparisons of printing costs by different companies:

Company	Finish Type	Leaflet Quantity	Total Print Price	Price per Leaflet	Paper Quality
Solopress	Silk/Gloss	14,000	£1,266.04	£0.0904	120gsm
Solopress	Silk/Gloss	15,000	£1,356.35	£0.0904	120gsm
Saxoprint	Silk	15,000	£1,442.29	£0.0962	135gsm
Warwick Printing	Silk	13,650	£1,112.00	£0.0815	150gsm
Setsquare		15,000	£1,524.00	£0.1016	120gsm
Studio Forty-Six	Glossy	14,000	£1,820.00	£0.1300	120gsm
Studio Forty-Six	Silk	14,000	£1,820.00	£0.1300	115gsm
Studio Forty-Six	Uncoated Matte	14,000	£2,100.00	£0.1500	120gsm

GC expressed that she would be keen to support a local business rather than a corporate company.

Conversations turned to the question of how we would distribute this to households now that we are unable to utilise delivery with the Midweek newspaper.

VA suggested we could insert BtG into the Stratford Herald and therefore, anyone that buys the newspaper would receive the newsletter as well.

GC suggested as well as inserting BtG into the Herald, that perhaps going forward there should be an opt-in scheme for those who would like to receive a hard copy of the newsletter in the post. TJ raised concerns that the newsletter will still not reach everyone this way.

PH stated that he thought it is unfeasible to deliver a newsletter to every resident of the town three times a year, and that once a year would be more appropriate.

IF responded that we send out hard-copy newsletters as part of the requirements for the Quality Council accreditation we currently hold. PH asked what the specific criteria was for this.

SS responded that the Quality Council scheme, which is administered by NALC, took a lot of time and effort to acquire, however, there is very little benefit that the council received from it. SS advised that at the time of the accreditation the Council had to put out four hard-copy newsletters per year, however, this became unfeasible due to manpower resource and was therefore reduced to three. There were no comments made about this at the time.

SS expressed that communication with the electorate and residents of the town is vital and that we should not feel bound to do three/four newsletters per year due to the Council's Quality status and that we should be able to release a newsletter as and when we feel appropriate. She did however agree that producing hard-copy literature was very costly.

The following four ways that we could choose to distribute BtG going forward were discussed:

- Opt-in for mailing;
- Inserting in the Stratford Herald;
- An online version;
- Copies available outside of the Town Hall;

SS suggested that we concentrate on the digital option and that there should be one hard copy newsletter per year with the rest being digital unless residents have opted in to receive a hard copy. It was agreed that the July edition of Bridging the Gap would be digital and include information on how to opt-in to receive a copy of BtG in the post. It was agreed that we would print 1,000 copies for displaying outside of the Town Hall, for placing in businesses and for anyone who wishes to receive a hard copy.

LC will contact the two most local businesses; Set Square Creative Solutions and Warwick Printing, to compare their costs for printing 1,000 copies.

4. Website and Social Media

- Mayor's interactions with the community;

TJ reported that he is trying to keep up his interactions with the community going during this time of little-to-no-activity.

He is often sending photos and articles to the Stratford Herald and will also have features in the Stratford Directory and Stratford Observer this week.

TJ noted that the Mayoress has written her first blog post that will be featured in the Herald this week. He advised that he will also send this to LC for uploading to the Mayor's Blog.

TJ commented that he might have expected that businesses may have asked him to officially reopen their businesses in the town centre. GC commented that not everyone knows that they can invite the Mayor to their events. LC agreed to create a post on the Mayor's Facebook page to advertise that the Mayor would be happy to support local businesses by officially reopening them, and that they should contact the Civic Officer if they are interested. This post can then be shared wider to the Stratford Forum and Stratford Support Facebook pages.

- Community Interests Spreadsheet provided by WCC (**Appendix 'B'**)

Members agreed that this was useful information but would need formatting more aesthetically before putting on the website.

VA advised to be cautious as a lot of the activities mentioned on the document are not currently happening due to COVID-19. LC agreed to adapt the format and publish it only when activities are up and running again.

PH believed that we ought to filter the organisations mentioned on the list as we do not want to be viewed as promoting commercial businesses. It was thought that non-commercial community groups should be included only.

DC noted that the public reading the information may not draw the distinction between commercial companies and community groups if they are providing similar activities or services.

It was agreed that when appropriate LC should discuss the list with SS to ascertain the items that should remain on the list.

5. SDC's Stratford View magazine

- Advertisement opportunity – update

Following the last meeting SS contacted the representative of Community Information Services Ltd (CIS) who sells space in Stratford-on-Avon District Council's biannual magazine. She informed the representative that we would be unable to pay the £895+VAT for a half-page advert. We would need this amount of space in terms of copy, layout, and impact. The representative has yet to respond to the email.

GC suggested that in the meantime we should be looking to promote the Town Hall on our own social media channels, perhaps advertising availability for weddings in 2022.

6. AOB

- Town Council Christmas Advent Calendar

At the previous meeting, members liked CW-H's idea of a sustainable/green advert calendar. CW-H advised that she has since investigated costs for producing this in hard-copy, however, as it is such a bespoke item it would be very expensive. The consensus was that this advent calendar should be produced

digitally, and CW-H has had a brief conversation with PH regarding this.

CW-H will now take this idea to the Climate Change Task & Finish Group to discuss ideas further. GC suggested that CW-H should email all Councillors to ask them to come up with two ideas each to feature in the advent calendar. This should work as there are bound to be duplicate suggestions.

- Covid-19 Memory Bank

CW-H spoke of Whychavon District Council's COVID-19 Memory Bank and asked if Stratford-upon-Avon Town Council could do something similar.

Wychavon District Council described this project as followed:

We are launching a call out for people to share their experiences and memories of the Coronavirus pandemic.

The Covid-19 outbreak is undoubtedly a landmark moment in human history, and we are keen to capture information about what happened locally to inform future generations.

People are encouraged to send in messages of goodwill they have received from neighbours, rainbow pictures they have drawn, messages of thanks they have left for key workers, diary entries they may have made during lockdown, video blogs, pictures, video footage, poems, songs or artwork.

The subject can be anything from how people felt during this time to the way the community pulled together, the weekly clap for our carers event, response of key workers on the frontline and the challenges or joys of home schooling. If you wish to do so, you may also upload photos and memories of loved ones you have lost due to the virus.

DC stated that he thought this was a good idea, but we would need to do this soon so that it remains current. PH believed that this

would only be meaningful if it were something physical as people are already logging their memories digitally on Facebook and other social media platforms.

GC suggested a physical time capsule that we could plant in the ground and excavate in five years' time. She suggested that the Mayor could plant this.

VA responded that she would rather the capsule was not planted but instead put in a box in the cellar of the Town Hall or at STC's Hatton Rock storage facility. She also believed that five years was too short of a timeframe and thought that ten years was more appropriate.

TJ expressed that he liked this idea and would like to go away to think of the best way of moving it forward.

This item will be put on the agenda for the next meeting so that it can be revisited.

7. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 21 July, 2020.

The meeting closed at 4:19pm.