

Website, Social Media & Newsletter Panel

4 August, 2020

3:00pm

DRAFT Notes

Present:

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

All members attended the meeting via Zoom.

1. Apologies

None.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 21 July, 2020;

The notes were approved as correct record.

3. Bridging the Gap

- Next issue sign-off

Members thanked LC for putting together the proof BtG and agreed that it should be signed off as the next issue.

- Printing/Distribution

After much discussion the following was ultimately decided:

This next edition would be mainly digital, but we would print 1,000 copies using Set Square Creative Solutions. These copies would be delivered to places such as convenience stores, post offices,

public houses, care homes, community hubs etc. Issues would also be delivered to households that are specifically known to be less likely to want a digital version, or areas that did not get deliveries in the past (e.g. apartment blocks, sheltered housing).

It would be ideal if Councillors could undertake some of these deliveries to relevant locations in their ward. CW-H agreed to email all Councillors to make this request. CW-H also mentioned that she may have a contact that could assist with delivery, and she agreed to follow this up too.

Members also agreed that it would be a good idea to produce an annual “bumper” addition in October/November, which would include plans for Christmas. We would require a larger print run for this and would aim to deliver to all households in the town. In this issue we would include an “opt-in” slip for those who wish to keep receiving a printed copy of BtG to complete and return.

- Working with the Herald going forward

It was agreed that it would be a good idea to approach the Stratford Herald to ascertain whether we could purchase a whole-page advert three times a year. This could be designed in a Bridging the Gap style to promote what the Town Council are currently working on, and it could direct readers to the STC website to read the full version.

4. Website and Social Media

- Mayor’s interactions with the community;

TJ gave an update that his interactions with the community are beginning to increase, as more events are beginning to take place. Since the last meeting, he has attended the following:

- A mask-wearing photo opportunity at The Refill Box;
- The re-launch of Stratford-upon-Avon;
- Warwick Mayor Making (at which the Mayor attended via Zoom!)
- Escape Arts Worldwide Zoom meeting;
- The re-launch of the Shakespeare Walk;
- The re-launch of the Stratford Town Walk;

TJ also reported that he would be reopening Carluccios restaurant at 8:00am on Wednesday 5 August.

A couple of meetings previously TJ mentioned that students of Broad Street Primary School were partaking in a 'Paint a Picture of the Mayor' competition. Entries for this have now been received and will feature on social media in the near future.

5. Stratford-upon-Avon Living Magazine

LC informed the panel that she had been contacted by the publishers of Stratford-upon-Avon Living Magazine, offering an opportunity to advertise.

The Magazine is a full colour publication aimed at the upper end of the market and distributed to theatres, restaurants, coffee shops, appropriate High Street shops, golf clubs, farm shops, garden centres, independent schools and other places of high footfall.

The prices were as follows:

- Full page: £299.00 (should be £399.00 for all September/October);
- Half Page: £199.00;
- Quarter page: £140.00;

These prices have been discounted to help local companies let local people know that they are open for business after the long shutdown.

Members discussed this and decided that due to the fact we have just placed an advert with Stratford-on-Avon District Council's magazine, and that the Stratford-upon-Avon Living Magazine relies heavily on footfall in restaurants and shops etc. that it would not be the right time to pursue this, but that it was something to keep in mind for future.

GC suggested that at some point we could advertise in the Herald's Stratford Focus Magazine and wondered whether we could obtain discounted rates for appearing in both the magazine and the newspaper. GC said that she would talk to the Focus magazine editor as to whether this publication would continue to be produced.

6. AOB

- Green Advent Calendar

CW-H updated that she had taken this concept to the Climate Change Emergency Task & Finish Group who were really impressed with the idea and gave it their seal of approval. The Climate Group would also like to produce a leaflet to deliver to households that includes all of the tips referenced in the online advent calendar.

CW-H now wishes to work on the logistics of putting this calendar on the STC website and will talk to PH in more detail about this.

PH had an idea of using the Stratford-upon-Avon map that was used as the Mayor's Christmas card in 2019. LC agreed to discuss this with a colleague in order to obtain the artist's contact details.

- Covid-19 Memory Bank – Update

TJ reported that at his scheduled meeting with Escape Arts, there was not an opportunity to discuss this. However, he confirmed that he has a meeting with them on Monday 10 August in order to have a conversation about how we produce this memory bank.

VA questioned whether it would be better to create this memory bank digitally by adding a Covid-19 Memory Page to the Town Council website. She suggested that we could contact organisations and associations we already work with, who could write about and send pictures in of their experiences during this time. This could include the recordings of the Virtual Mayor Making, VE Day Celebrations etc.

PH responded that setting up a digital memory bank would not be difficult but it would need to stand out in a time where so much is already being recorded online.

CW-H agreed to draft out a concept for this and circulate to all Councillors for comment.

- Youth Town Council

GC advised that the first meeting of this steering group would be taking place on Wednesday 5 August. She expressed that advertising would play a big part in this initiative and that is something that will be very likely brought to this panel in the near future.

VA agreed and suggested that Instagram would be a good platform for sharing information about the plans for a Youth Council.

7. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 8 September, 2020.

The meeting closed at 4:05pm.