

# Website, Social Media & Newsletter Panel

6 October, 2020

3:00pm

DRAFT Notes

Present:

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

All members attended the meeting via Zoom.

1. Apologies

Cllrs Victoria Alcock (VA), Tony Jackson (TJ) and Ian Fradgley (IF) gave their apologies.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 8 September, 2020;

The notes were approved as correct record.

3. Bridging the Gap

- Content for Bumper/Christmas edition of BtG;

LC advised that she has currently not got much content for this edition due to the cancellations of the Christmas Lights Switch-On and Victorian Christmas Market Festival which are usually heavily featured in the newsletter at this time of year.

The following article ideas for this edition were suggested:

- 'Green' Advent Calendar;
- Covid-19 Memory Bank / Time Capsule;
- Thursday Late-Night Christmas Shopping Markets on Waterside.

It was agreed that the bumper edition of BtG should be delayed until next year, as at this time we do not have enough to include, nor do we want to entice large groups of visitors to the town.

LC reported that she had received three return slips from residents that wish to continue receiving hard copies of the newsletter. It was thought that if we went ahead with a BtG style advertorial in the Herald newsletter, this could direct readers to the full edition on the Town Council website, and also provide a telephone number to call if a paper copy is required.

As there are still 2 and ½ boxes of the previous edition at the Town Hall, CW-H agreed to email Councillors to ask them if it will be possible to distribute some of these in their wards if they are able. She will also advise that we will print 500 copies of the next issue of BtG (instead of 1,000) and that it would be very helpful if each Councillor could take a number of copies to distribute throughout their wards moving forward.

- Working with the Herald going forward;

DC joined the meeting at this point.

CW-H advised that she had spoken to the Advertising Sales Manager at the Stratford Herald regarding a page advertorial in the newspaper three or four times per year. The costs for this would be as follows:

- £839.54 + VAT for a full page;
- £1579.20 + VAT for a double page spread.

PH believed that this would be a good idea as the residents that purchase the Herald are most likely to be not online. GC agreed with this and noted that many people she had spoken to have said that they mainly got their news from the Herald during lockdown. The readership of the Herald is 28,000.

PH suggested that we should purchase a single page advertorial two or three per times a year, with a double page spread at Christmas.

CW-H agreed to go back to the Herald to ask if they had a specific Christmas edition of the newspaper planned.

**N.B.** CW-H has since emailed the panel to give an update that following our meeting, she has spoken to the Advertising Sales Manager, Sharon, at the Herald and who confirms that they will be running a Christmassy edition of the newspaper on 19 November. The costs for this as discussed are £839.54 + VAT for a full page and £1579.20 + VAT for a double page spread.

CW-H continued that Sharon also mentioned on the Focus magazine that goes inside the Herald and wondered if we may be interested in this.

The cost for a full page in the Focus is £560.00 + VAT and for a double page spread, Sharon would kindly offer us 10% discount at £1008.00 + VAT. The edition we may be interested in is due for publication on 26 November.

#### 4. Website and Social Media

- Mayor's interactions with the community;

The Mayor was unable to attend this meeting, but LC advised that his latest engagements were detailed on the Mayor's Blog on the STC website. Some of these interactions included:

- Official opening of Billesley Manor Hotel;
- Judging the National Youth Market;
- Stratford Rotary Club Annual Duck Race (virtual this year);
- Stratford-upon-Avon Christmas Lights AGM;
- Chair v Mayor Challenge Bowls Match.

#### 5. AOB

- **Green Advent Calendar – Update**

CW-H informed that she had received some potential artwork from Katie Morgan who created the Mayor's Christmas card last year. The cost for exclusive use of this piece of art would be £450.00.

LC advised that this would have to be taken to the Community Services Committee Meeting scheduled for 20 October for the cost to be approved.

In the meantime, CW-H will enquire with Katie regarding the use of the image used for the Christmas card in 2019, as well as speaking to photographer William Mulryne regarding the potential of using some of his images.

- **Covid-19 Memory Bank – Update**

CW-H reported that she had not received much response to an email she had sent to Councillors regarding this.

DC suggested that this should be taken to a full Town Council meeting to ascertain whether all Councillors would like to be involved in this and take responsibility for sourcing certain items.

GC remarked that there is not necessarily a rush for this and that we could possibly wait until March 2021 which will then give a full year snapshot of the town's experience of Covid-19.

- **Remembrance**

GC suggested that as many children were encouraged to draw rainbows to put in their windows during lockdown, we could promote a similar thing for Remembrance. Poppies could be drawn or painted and put in windows throughout the town. LC agreed to discuss this with the Civic Officer to agree the best way to publicise this.

6. Date of the Next Meeting

The next meeting will take place at 5:00pm on Tuesday 27 October, 2020.

*The meeting closed at 3:45pm.*