

Website, Social Media & Newsletter Panel

8 March, 2022

3:00pm

DRAFT Notes

Present:

Cllr Victoria Alcock (VA)
Cllr Gill Cleeve (GC)
Lisa Cowley (LC)
Cllr David Curtis (DC)
Cllr Roy Dyer (RD)
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 meetings held on 19 October, 2021

The notes from this meeting were approved.

3. Bridging the Gap

- **Future Plans**

LC recounted that are prolonged issues with distributing the Town Council newsletter and that many copies are leftover from each edition printed.

GC suggested that based on the wastage of Bridging the Gap issues, we could possibly look into having a regular two pages in the Stratford Directory.

The Stratford-upon-Avon Directory is a advertorial booklet which is delivered free to homes in and around the town on a monthly basis. 4,000 homes receive the magazine in the first month and the following month it's delivered to an alternate 4,000 homes.

These homes include all new developments as and when houses appear occupied. Areas covered include Clopton, parts of Bishopton, Hathaway, Shottery, Bridgetown, Trinity Mead & Tiddington.

GC suggested that we can still call it 'Bridging the Gap' but would only cost us approximately £2,448.00 a year instead of the current £4,000.00 budget. GC has contacted a representative of Stratford Directory who provided the following prices and information:

Copy must remain the same for two months and the deadlines are detailed below:

<i>March/April</i>	<i>14th February</i>
<i>May/June</i>	<i>15th April</i>
<i>July/August</i>	<i>14th June</i>
<i>Sept/October</i>	<i>14th August</i>
<i>Nov/December</i>	<i>17th October</i>
<i>Jan/February 2023</i>	<i>12th December</i>

Two-page spread bespoke price:

*2 Months £480
4 Months £864
6 Months £1,224*

The dimensions for a full page would be 181mm h x 134mm w and for the two-page spread 181mm h x 283mm w

This group may also be interested to know that within the directory there is an offer of a free charity page so they would be happy for us to suggest or recommend charities who may benefit from this.

What's On Page – this is currently a two-page feature which allows local groups and non-profit making organisations to list their details. Again, we could work together to ensure this included anything the Town Council felt might be worth including.

VA responded that it is good process to go out to tender when trying to find a new contractor to do work for the Town Council,

therefore it may be worth getting quotes from other organisations that could help us distribute our newsletter, such as Look Local.

Discussions were also held over whether we should change the name of the newsletter, in order to make it more obvious that it is news from the Town Council.

It was AGREED: That we would reduce the number of copies printed of BtG (LC will check with the printers what their minimum quantity is, but it was thought we should aim between 25 – 50 copies), but that the next issue would be predominantly digital.

That the next edition should be worked on for an aimed release date of late-March/early-April, but that in the meantime further quotes for distribution should be sought and brought to the next meeting.

That a future revamp may include a name change but that it would remain the same for the time being.

LC said she will start working on the next edition of BtG and that she already had many ideas for content, including:

- Shakespeare's Birthday Celebrations and Shakespeare's Coming Home!;
- The Queen's Platinum Jubilee;
- Winning an award at the NABMA Awards for the Victorian Christmas Market;
- 'Celebrating the Mayoralty' Event;
- Stratford Support winning at The Herald Covid Awards.

If members have any other ideas for content, they should send them directly to LC.

4. Website and Social Media

The following ideas were proposed as content for the website:

- Green Initiatives – Carpets for The Queen;

- Green Initiatives – Great British Spring Clean, taking place from 25 March – 10 April, 2022 ;
- A recap of ‘Shakespeare’s Coming Home!’;
- An updated page on Stratford-upon-Avon Christmas Lights.

LC noted that she appreciates when members point out errors or out of date content on the website, so that she can make a note to change it.

5. AOB

GC asked whether any more progress had been made with filming the virtual tour of the Town Hall. LC agreed to follow this up with The Mayor.

CW-H noted that she is still working on the Our Place, Our Planet initiative and that she would put some ideas together to circulate to this group.

6. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 5 April, 2022.

The meeting closed at 3:40pm.