

# 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 Philip How (PH)  
Cllr Cohl Warren-Howles (CW-H)

All members attended the meeting via Zoom.

1. Apologies

Cllr Tony Jackson (TJ) gave his apologies.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 4 August, 2020;

The notes were approved as correct record.

3. Bridging the Gap

- Feedback on August issue of BtG;

C-WH reported that she had taken 50 copies to deliver to residences in Avenue Ward, whereas VA took her copies to the post office, One Stop and Squirrel pub in Bishopton – all three of these places were grateful to receive copies. VA also noted that she would deliver some copies to the Bishopton Community Centre once it has reopened.

IF and PH also delivered copies of BtG to residents in their respective Wards (Bridgetown and Clopton). IF claimed he is willing to collect and deliver more if we end up with any spare.

DC is currently in quarantine but hopes to pick up some copies from the Town Hall next week for delivery in Shottery.

GC is hoping to pick up some copies to distribute at Foundation House when it reopens as well as St Andrew's Church in Hathaway Ward.

VA also noted that she had received a request that Bridging the Gap be also printed in Polish. DC agreed to look into this.

LC mentioned that so far only one reply slip requesting a hard copy of BtG in the future has been received.

- **Content for Bumper/Christmas edition of BtG;**

It was agreed that this edition be distributed in November and that members send their content ideas to LC. VA suggested that a bigger piece on the new Christmas Lights Committee be included in this edition.

LC will start putting this copy together as soon as possible, and hopefully will have something to show at the next meeting of this panel.

- **Working with the Herald going forward;**

CW-H reported that she has been in contact with the editor at the Stratford Herald to discuss the idea of publishing whole-page advertisement 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. CW-H is going to have another conversation with the Herald to discuss costs for this.

#### 4. Website and Social Media

- Mayor's interactions with the community;

The Mayor was unable to attend this meeting, but members were directed to the most recent Mayor's blog post on the Town Council website. Some of his recent engagements include:

- Opening both the Shakespeare Walk and the Stratford Town Walk;
- Officially opening Carluccio's, Burger Priest and Café Rouge;
- Officially opening the three-day market to celebrate 25 years of markets on Waterside;
- Visiting the Community Orchard on Rowley Fields;
- Commemorating the 75th anniversary of VJ Day via a virtual programme of events. The Mayor contributed two pieces for the programme: a reading of a poem by Bruno Peek titled 'Tribute to the Millions' and a personal reflection on the importance of remembrance.
- Three interactions with Escape Arts – an international Zoom call to see the results of a student collaboration that reached as far as Thailand and Australia, followed by a visit to the Heritage Centre and a meeting with Karen Williams on the challenges that they have faced as a result of Covid-19.

## 5. AOB

- **Green Advent Calendar – Update**

CW-H reported that she had been speaking to Katie Morgan who designed the Mayor's Christmas card in 2019. Katie has provided some ideas for designs for the advent calendar. CW-H has also been speaking to PH about the logistics of putting it online.

- **Covid-19 Memory Bank – Update**

CW-H explained that the idea of this is to store a waterproof, anti-corrosive capsule with a variety of objects, in the basement of the Town Hall. This to be a physical time capsule as everything in today's world is digital. The aim is to construct a tangible, multi-sensory history of Stratford-upon-Avon, with material artefacts, photographs and recordings etc.

CW-H had previously distributed a list of content ideas to members of this group. Some of these items were:

- Copy of the Stratford Herald (possibly the virtual Mayor making issue);
- Photo of the Town Council;
- Bottle of hand sanitiser (empty in case of leakage!);
- Mask and gloves;

- Photograph of Stratford Town Centre road changes;
- VE/VJ Day recordings (Welcombe Radio);
- Recording of the bugle on Remembrance Day;
- Photograph of shoppers in town wearing masks etc.

CW-H has now distributed this list to all Council members and asked that if any members if they have any ideas that they can add. When the idea and the contents are agreed it was thought that it would be helpful if each Councillor is responsible for a chosen object.

GC suggested that once the Youth Council is formed, they could also put items in the capsule.

- **Youth Town Council – Update**

GC advised that there is a meeting scheduled for this afternoon (8.9.20) to discuss Youth Council submissions, of which we have received 11. These submissions are from both females and males between the ages of 13 and 18.

GC hopes that the first meeting of the Youth Council can be held socially distant in the Council Chamber and that the Stratford Herald could be invited to take a photograph.

**N.B.** at the meeting held at 4:00pm on 8 September, it was ultimately decided that this first meeting should take place on Zoom.

6. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 6 October, 2020.

*The meeting closed at 3:31pm.*