

Website, Social Media & Newsletter Panel

9 February, 2021

4:00pm

DRAFT Notes

Present:

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

All members attended the meeting via Zoom.

1. Apologies

Cllr Ian Fradgley and Cllr Tony Jackson (TJ) gave their apologies.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 12 January, 2021;

The notes were approved as correct record.

3. Bridging the Gap

• **Content so far**

LC reported that she has the following content for the next issue of Bridging the Gap so far:

- Town Councillors' contact details;
- Calendar of meetings;
- A poster warning against vaccine fraud;
- An article on hedgehogs – LC asked GC for a contact email address for a representative from Hedgehog Friendly Town to see if they would like to collaborate on this;
- Lockdown guidelines – subject to change;
- Information on how to book a lateral flow test at The Other Place;
- 'Town Hall as a Venue' advert;

- Stratford Support poster;
- A piece on Stratford Youth Town Council;
- Census 2021 information – this will be included dependant on the date that BtG is published;
- What's On/What's Open.

Further suggestions for content were:

- Information on booking vaccinations and a booking link;
- An article on Cllr Gill Cleeve – Deputy Mayor and Volunteer Vaccinator;
- Pledge for the Planet – Escape Arts and Stratford Climate Action statement;
- Stratford Goes Wild group;
- Information on County Council elections happening in May 2021 – encouraging postal votes;
- Stratford Support – A Year in Review. Highlight partnerships with Stratford Foodbank, Time Bank, VASA etc.
- Information on the Covid-19 Time Capsule.

LC noted that she is aiming to publish this issue towards the end of March, 2021.

4. Website and Social Media

- **Mayor's interactions with the community**

TJ was unable to attend the meeting but updated beforehand that his only engagement since the last meeting was officially opening the Poundland store on the Maybird Centre.

- **Green Button on Website**

CW-H reported that at the Climate Change Emergency Task & Finish Group it was suggested that we have 'green' button/page on the STC website to inform residents of our eco-friendly initiatives.

Nottingham, Exmouth and Cheltenham Councils have variations of this button/page on their websites.

Exmouth Town Council look to use ourplaceourplanet.org to host their page. LC will look into how much this would cost to set up for STC.

CW-H agreed to send some content to LC for her to put on the STC website and in Bridging the Gap.

It was also suggested that we could ask on social media for residents to send in their videos of wildlife. These can be sent to info@stratford-tc.gov.uk and may be featured on the website once the new page is set up.

- **Pledge for the Planet (SCA & Escape Arts)**

This is an initiative set up by Stratford Climate Action and Escape Arts. This partnership aims to put pledges into the windows of the empty Debenhams unit in town. This is something that can be promoted on the Town Council website and in Bridging the Gap.

5. AOB

It was agreed that LC would continue to post the 'New Year, New You' posts on STC social media once a month.

6. Date of the Next Meeting

The next meeting will take place at 4:00pm on Tuesday 9 March, 2021.

The meeting closed at 4:36pm.