

Website, Social Media & Newsletter Panel

9 March, 2021

2:00pm

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 Cohl Warren-Howles (CW-H)

All members attended the meeting via Zoom.

1. Apologies

Cllr Philip How (PH) gave his apologies.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 9 February, 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:

- 'A Year of Supporting Stratford' article – to be completed;
- Town Councillors' contact details;
- 'Getting to Know Your Councillors – Gill Cleeve';
- 'STC Goes Green' – information on the Pledge for the Planet and Stratford Goes Wild WhatsApp Group;
- Calendar of meetings;
- A poster warning against vaccine fraud and a link to book the vaccine if eligible;
- Spotlight on our Community – Hedgehog Friendly Town;

- Covid guidelines – subject to change;
- Information on how to book a lateral flow test at The Other Place;
- ‘Town Hall as a Venue’ advert;
- A piece on Stratford Youth Town Council – to be completed;
- What’s Open - Shopping.

Further suggestions for content to fill the remaining space were:

- Information on the Town Hall internal decoration with before, during and after photos;
- Information on the Covid-19 time capsule;
- Information on the wilding project in Gainsborough Road.

LC noted that she is aiming to publish this issue towards the end of March, 2021. IF questioned whether reference can be made to those Councillors that are standing in the WCC elections, as this will be during the purdah period. LC responded that she would check with the Town Clerk regarding this.

- **Page in Stratford Herald**

It was thought that if we can get into the edition published on 18 March, this would avoid purdah, so there would be no restrictions as to which Councillors can be mentioned.

CW-H said she would enquire with the Herald regarding this. They have since responded to say that this could be done, and that copy would be required by midday on Monday 15 March. LC will compile copy for this and check with members of this group before sending to the Herald.

4. Website and Social Media

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

TJ gave an update on some recent engagements he had attended:

- Greeting Alex (with Archie and Chester #paws4safeline) after completing her 13 mile walk in aid of Safeline from Morrisons Leamington store through Warwick, Hampton on the Hill, Norton Lindsey, Snitterfield and finishing at Morrisons Stratford;

- Welcoming Stratford Boat Club's Adaptive Squad back onto the River Avon.

The Mayor also noted that he has three engagements with schools coming up as well as officially opening the Junior Park Run.

- **Our Place, Our Planet**

Members agreed that this was a good idea and CW-H said that she will take the proposal to the next Community Services Committee Meeting on 6 April, 2021.

In the meantime, it was agreed that LC would set the 'Green Initiatives' page on the STC website live.

- **Opportunity to advertise in Stratford-Upon-Avon Living Magazine May/June Issue**

It was agreed that we would not utilise this offer at this time, but we would instead focus on the media that will be seen by local residents, such as our website and Bridging the Gap.

5. AOB

- **Covid-19 Time Capsule**

CW-H noted that she had sent out an email to Town Councillors to gently remind them of the looming deadline to collect items for the time capsule. It has been asked that items are dropped off to the Town Hall by Friday 2 April so that the capsule can be stored within the first couple of weeks of April.

LC reported that she had experienced trouble with printing photographs on the photographic paper previously purchased. VA suggested sourcing a photobook service, many of which can be found online. LC agreed to look into this. Failing this, photos can be printed using the photo machines at Boots.

6. Date of the Next Meeting

The next meeting will take place at 2:00pm on Tuesday 30 March, 2021.

The meeting closed at 2:57pm.