

Website, Social Media & Newsletter Panel

9 June, 2020

3:00pm

Agenda

DRAFT Notes

Present:

Cllr Victoria Alcock – STC (VA)
Cllr Gill Cleeve – STC (GC)
Lisa Cowley – STC (LC)
Cllr David Curtis – STC (DC)
Cllr Ian Fradgley – STC (IF)
Cllr Tony Jackson – STC (TJ)
Cllr Philip How – STC (PH)
Sarah Summers – STC (SS)
Cllr Cohl Warren-Howles – STC (CW-H)

All members attended the meeting via Zoom.

1. Apologies

There were none.

2. To approve the notes from the Website, Social Media & Newsletter Panel meeting held on 20 May, 2020;

The notes were approved as correct record.

3. Bridging the Gap

- The use of Affinity Publisher to create BtG in-house;

Members agreed that the mock-up of BtG that LC had created looked good and asked how long it took. LC responded that she believes it took her around 30 minutes to create the fairly simple front cover, but that she did not know how long it would take to create more detailed pages.

Members asked whether LC would be comfortable to design the edition of the newsletter that is due to be sent out in July. LC responded that she thinks she would, but would need to be sent some content in order to practice further with the software.

SS noted that the date for BtG is fluid depending on workload and content. It is not set in stone that we have to have an edition in July, it just has worked out that way in the past.

There was a discussion as to whether we could move the release date to August to allow more time. However, DC stated that it may be in our best interest to stick with July as we have a lot to cover and that if travel restrictions are lifted many wish to go on holiday in August. However, he did acknowledge the possibility of things taking a turn for the worst and us going into another lockdown, which would also affect content and distribution.

PH suggested that the panel come up with some “safer content” such as articles on the Mayor, and the Stratford Support website that would be featured in any eventuality. LC can then practice using Affinity Publisher to create more pages of the newsletter.

It was therefore Proposed, Seconded and

AGREED: for the panel to send some content to LC in order for her to practice using the software, and that the date of the next Bridging the Gap is revisited at some point in the near future.

- Seeking alternative quotes for printing and distribution;

LC recently emailed Cllr Richard Vos (RV), who has experience with printing, to ask if he had any recommendations for printing and/or distribution companies. He responded that in the past he has used two online printers that are both very competitive and provide excellent support. He went on to say that they each have pros & cons depending on the print job - speed, style, quantity, finish etc.

These two companies were:

- Saxoprint - <https://www.saxoprint.co.uk/>
- Solopress - <https://www.solopress.com/>

RV reported that he had contacted Solopress with a 'loose' enquiry just to see what their pricing would be like. He went on to confirm that it was not quite the same on a like-for-like specification but without knowing in detail, it was probably not too far from it.

The quote from Solopress is as follows (we have been quoted for both 14,000 and 15,000 copies:

A4 8pp Portrait Stapled Brochures

130gsm Silk/Gloss
14,000 - £1,100.40
15,000 - £1,179.39

120gsm Bond
14,000 - £1,196.04
15,000 - £1,281.35

Bundling into 100's
14,000 - £70
15,000 - £75

The total price for 15,000 (bond - uncoated) = £1356.35 and there would be no VAT on this print job.

RV did state that this is not a like-for-like as BtG is currently 140gsm. However, he did note that in reality there is not a great deal of difference between 120gsm and 140gsm.

RV asked for a quote for 15,000 copies and although we do not usually distribute that many (we usually print 13,650 copies) it does give extras for distribution elsewhere e.g. doctors surgeries/offices/supermarkets etc.

RV provided the contact details for Solopress in order to seek more information if we wish. It is thought that they can print and deliver in a four-day turnaround.

RV also provided a brief description on Saxoprint to say that they are very good and generally slightly more price competitive for 'simple' printing e.g. the A5 flyers he got printed for the Victorian Christmas Fayre at the Town Hall in December 2019.

RV concluded that Solopress are possibly more flexible and responsive and with a little gentle pressure might 'sharpen their pencil' in respect of prices.

The panel were impressed with the competitive quote that RV had sought however VA expressed that it would be a shame to use a large printing company instead of supporting a local business. She suggested that we could go back to Mike at Set Square Creative Solutions in order to see if he is able to closer match Solopress' quote.

LC updated that she was in the process of seeking a quote from Warwick Printing. It appears this company would be able to both print and distribute the newsletter which would be an ideal and possibly more cost-effective method of moving forward. LC advised that she would inform the panel when she receives the quote.

N.B. LC has since received the quote from Warwick Printing and has distributed it to the panel.

- July edition – format, content and copy deadlines;

It was agreed that the panel would provide LC with some content for the next issue of BtG whether it be released in July or slightly later. LC can then work on putting together this content and the date of distribution can be revisited. The content suggested was:

- Mayor – first virtual Mayor Making and blog posts;
- Volunteers – Stratford Support, volunteer opportunities;
- Coming out of lockdown;

- Standing items (calendar of meetings, Councillor contact details etc.);
 - Virtual meetings held on Zoom – how to watch live on Facebook/YouTube, registering to speak etc.
 - Stratford Foodbank;
 - Stratford Timebank.
- Distribution

LC is currently attempting to find companies that can both print and distribute and will update the panel with any developments.

4. Website and Social Media

- Information on Stratford Support and other resources;

Whilst the homepage of the website features a link to the Stratford Support website, it was agreed that it was a good idea to create a specific page regarding this, to explain how Stratford Support can help and what they have accomplished so far.

LC informed the panel that she has attempted to contact Amanda Wilson-Patterson from WCC regarding a list of local clubs/organisations as discussed in the last meeting but has yet to receive a response. LC said she will attempt to contact her again.

- Mayor's interactions with the community;

TJ updated the panel on his first few weeks as Mayor and what he had done so far. He referred to his introductory article on the Town Council website as well as a blog post detailing his first seven days as Mayor. TJ confirmed he is currently working on his second blog post that he will send to LC for uploading and sharing on social media.

TJ reported that he had recently recorded an interview with BBC Coventry and Warwickshire Radio which he was pleased with and which is available on the STC Facebook page to listen to now. He also noted that he has completed the following:

- Emailed his honorary positions to express his wish to support them in any way he can;
- Pre-recorded an online interview with Warwickshire Vision;
- Virtually opened the Cycle Hire initiative at the Stratford Greenway (this will be in the Herald on Thursday 11 June);
- Supported Broad Street school who have a competition to paint a "Portrait of the Mayor".

VA asked whether a dedication from the Mayor to Dr Wood from Stratford School who recently passed away could be featured in the Mayor's Blog and Bridging the Gap. Both TJ and SS agreed that if we did this it would be setting a precedent for us to do something similar every time someone passed away.

- Update on Website changes

The changes to the website that were agreed at the February meeting had to be put on hold due to lockdown. However, we are now in the position to initiate them. WebBoutiques have confirmed that work has commenced this week with a delivery date of Monday 22 June although it may be complete before then.

PH requested access to the back end of the STC website in order to support LC with changes and to also upload an easily accessible ward map. He thought it would be a good idea to include points of interest in the town on this map such as defibrillators, community hubs etc. Members thought that this was a good idea and agreed to each go out in their ward to make a note of pertinent locations that could be included on the map.

5. SDC's Stratford View magazine

- Advertisement opportunity – copy deadline end of June

On 28 May SS spoke to a representative of Community Information Services Ltd (CIS) who sells space in Stratford-on-Avon District Council's biannual magazine which goes to all residences in the town as well as being

distributed to Wellesbourne, Southam, Shipston on Stour, Bidford on Avon, Alcester, Studley and Henley in Arden.

SS asked whether the panel would like to advertise hiring of the Town Hall for weddings and other functions in this magazine which will hit the streets on 6 July and be distributed to 59,000 households.

Prices are as follows:

Full page £1395+VAT

Half page £895+VAT

Quarter page £595+VAT.

Eighth page £325+VAT

TJ mentioned that as the Town Hall is currently closed and soon in the process of being refurbished it may not be the best time to advertise for events. SS also suggested we could advertise the Tranquility Garden if we did not want to go down the route of advertising the Town Hall.

GC mentioned that most people book their wedding between 12 to 18 months in advance and so we would be advertising for future occasions. VA suggested we could include an advertisement along the lines of "Book your 2021 Wedding with us. Quote this code for 5% off your booking" or something to that effect. She believed that whilst the advert could cost a lot of money if the content is right and we include an offer it could grab people's attention. GC agreed that using a code could be helpful, because we would then know if the advertisement had worked.

DC suggested that we should include a clause that if any booking is cancelled then a full refund would be received. IF asked whether we have had to postpone/cancel any weddings at the Town Hall due to the Coronavirus pandemic. SS responded that all booked weddings had been postponed until 2021 apart from one that is still booked for October and is hoped can go ahead. SS also reported that the Charlecote Pheasant had gone into administration, so the Town Hall is now receiving

enquiries from couples who had their wedding booked there.

DC asked whether we would be able to negotiate the price further, perhaps asking for a quarter page for the price of an eighth. IF also asked whether we could choose a particular page to be featured on. SS agreed to make enquiries regarding these two points.

TJ asked to see previous adverts we have used to gauge the size and content. (**N.B.** SS has since circulated this.) He also reminded that the Town Hall would have scaffolding outside next year, so perhaps the discount could be to reflect that no photographs will be able to be taken outside.

SS advised that we do not be so prescriptive with our advertisement as the Town Hall is not only available for weddings but birthday parties, meetings, funeral receptions etc.

6. Update on Stratford Herald

SS reported that the Herald has received some offers and members agreed that they hoped that the Herald would retain their editorial integrity.

7. AOB

DC asked whether STC have a press release protocol. SS responded that although we have a Press Liaison Policy, we do not have a specific press release protocol. After short discussion regarding this it was decided that this was not the correct forum to discuss this matter.

C-WH shared her ideas for a Town Council Christmas Advent Calendar. This would be a sustainable/green advert calendar and she had collated the following suggestions:

Every day of Advent, we would like to share a different tip, from help with food waste, recycling and doing something positive. We hope you enjoy our Advent ideas:

1. Make a Christmas gift out of recycled materials, make creative Christmas decorations or use natural objects like pinecones to bring festive cheer;
2. Buy local. Shop for a Christmas gift in a local market;
3. Use excess fat from cooking dinner to make treats to hang for the birds in the garden;
4. Compost your food scraps. This diverts organic matter from landfill and improves the health of the soil;
5. Write down 3 things you are thankful for;
6. Make your own Christmas tags;
7. Go outside for a festive walk and come back in for a steaming hot beverage!
8. Make edible Christmas decorations;
9. Turn the heating down a degree or two and wrap up in a festive jumper instead!
10. Send e-cards; make sure your Xmas cards are made from recycled material and recyclable; make your own from old magazines! Etc.

CW-H noted that there would be cost implications if we decided to make the calendar in hard copy and that she would look into this, but that there are various online versions that we could use which would be more eco-friendly.

Members agreed that this was a good idea and GC suggested us featuring a matching image in the Town Hall window each day. It was agreed that more ideas should be brought to the next meeting.

8. Date of the Next Meeting

The next meeting will take place at 3:00pm on Tuesday 30 June, 2020.

The meeting closed at 4:04pm.