

Website, Social Media & Newsletter Panel

Tuesday 7 June, 2022

3:00pm

Meeting held via Zoom

Minutes

Present:

Gill Cleeve (GC)

Lisa Campion (LC)

Phil How (PH)

David Curtis (DC)

Roy Dyer (RD)

Cohl Warren-Howles (CWH)

1. Apologies

Apologies were received from Victoria Alcock and Kevin Taylor.

2. Election of new Chair and Vice Chair

Phil Howe was elected as new Chair and Cohl Warren-Howles was elected as Vice Chair.

3. To approve the notes from the Website, Social Media & Newsletter Panel meetings held on 5 April, 2022;

The notes were approved as a correct record.

CWH confirmed that she hadn't actioned one item but this will be done. PH confirmed that going forward there were positive partnerships and events happening in town. In particular a connection with the Ken Kennet Centre with a food based course being run in how to use food efficiently (soup kitchen) and that Jason Fojtik was in touch with them.

4. Bridging the Gap Newsletter

Future plans:

PH outlined changing from Bridging the Gap to a digital issue (move forward using a dualtrack proposal). To changing this to a digital issue but still to post

to those people that had signed up for it – we currently post out 5 paper copies. DC queried how people sign up for it. PH confirmed that previously, there was a form in the Herald that people could complete and return to the TC. It could be an email based distribution document. Issued regularly and would include varying articles and upcoming events. It could be shared with local nursing homes, churches, other groups within the town.

Thoughts on a name change/style for the issue – to be discussed further.
PH to check out how to distribute this using e.g. Mail Chimp – **ACTION PH**

LC confirmed that she had experience of producing a school newsletter using word and could add text and pictures.

First issue to potentially be ready for 1 September 2022 and initially distributed bi-monthly but look to becoming more regular once established.

PH raised the issue of producing on dualtrack a brochure which would be designed and printed professionally once a year. To target residents, tourists etc. Need to determine at which point in the year it was produced (given the change in Councillors due to elections and new Mayor appointments as it would then contact up-to-date contact information). Looking at 2023 for the first issue. To not include too much advertising. Have to get the balance right. It could contain events happening at the Town Council, things that are going on, details on the markets and services in the town – make it engaging.

To be discussed between Councillors – **ACTION ALL**

For the next meeting – think of names for the new newsletter and the brochure.
ACTION ALL

5. Website and Social Media

Get Stratford buzzing – CWH is keen to keep the green section on the website. Her previous action was bees. Article has been done on it – keep the section refreshed.

Support for Polish schools – this is a project supported by STC, Stratford Support Group and a number of voluntary organisations in Stratford.

CWH wondered how often articles can be provided or published. She can provide stories as can others. PH agreed that a clear policy needs to be agreed and distributed to all Councillors – this needs to be put on the Agenda for the next meeting **ACTON LC**

A note to promote Stratford in Bloom through the Town Council website
ACTION LC

6. AOB

GC had been asked by the Stratford Directory – they have offered a half page (of A5 size). This is published each quarter. For this first one, they will feature Gill as the new Mayor. Going forward it can be used for other information. GC will speak to Sharon Stephens.

PH talked about the website is not user friendly. He is currently awaiting details of costs on maintaining it from Phil Mills. Going forward there are lots of work and requisitions to look at. For a new website, it would be put out to tender – three quotes would need to be sourced. Need to look at rules on how to tender. We not bound to take the cheapest quote.

DC said to asses them and to maybe speak with Phil Grafton (he might be the person to advise). PH will check with Sarah Summers first.

The new website has to be accessible by everyone and user friendly. PH will survey the big websites that are around.

7. Date of next meeting

Tuesday 5 July, 2:30pm.

The meeting closed at 4:04pm.