

Website, Social Media & Newsletter Panel

Thursday 10 October, 2019

3:00pm

Town Hall, Stratford-upon-Avon

DRAFT Notes 1 - 3

Present:

Cllr Victoria Alcock – STC (VA)

Lisa Cowley – STC (LC)

Cllr David Curtis – STC (DC)

Cllr Ian Fradgley – STC (IF)

Cllr Philip How – STC (PH)

Phil Mills – STC (PM)

Sarah Summers – STC (SS)

1. Apologies

Apologies were received from Councillors Cleeve and Warren-Howles.

2. To approve the notes from the Website, Social Media & Newsletter Panel meetings held on 17 September, 2019;

The notes were approved as a correct record.

3. Bridging the Gap Newsletter

- Content so far;

Members were pleased with the content that had been collated so far with just one suggestion from VA that the Christmas article should specify that crowds will gather at 4:30pm at the Christmas Light Switch-On to enjoy the choir and band. LC will add this to the article.

- Sign-off

Members agreed to sign off the content for the next edition of Bridging the Gap which will be distributed in the Midweek Newspaper on Tuesday, 12 November.

4. STC Website Suggestions

PM spoke of recent legislation he has been made aware of at a Society of Local Council Clerks conference. The aim of the regulations is to ensure public sector websites and mobile apps are accessible to all users, especially those with disabilities. Existing websites will have until September 2020 to comply with these new legislations.

Currently the Town Council website contains many Word documents, however not everybody has access to Word on their devices. Therefore, we need to begin looking into the various options of how we can migrate the documents from Word to a PDF format. In the meantime, PM suggested that a disclaimer could be added to the website to explain that if certain documents are not accessible, that the Town Council would provide access to the document in whichever format is requested.

IF suggested that we start transferring documents from this Council year and then work backwards until all documents are completed.

PH elaborated on the website suggestions he had distributed to the group (attached to these minutes as **Appendix 'A'**). Members unanimously agreed to recommend these proposals.

5. Budgets

At the last meeting members agreed that £250.00 be included in the 2020/2021 General Purposes budget to facilitate Facebook advertising for Town Hall events. DC queried who would be responsible for creating these adverts and it was agreed that it would be the Website and Social Media Panel that would sign-off on this task.

PM confirmed that we currently have £1,000 in the GP budget to pay for Pink Jelly Marketing to host, license and maintain the Town Council Website.

It was agreed that quotes should be sought from Pink Jelly for both the PDF migration and the proposed changes suggested by PH.

VA suggested that there may be a more cost-effective alternative to migrate our Word documents to PDF, such as a Virtual Assistant. This is something to be investigated further.

LC requested that these quotes were sought in time to table them at the General Purposes meeting on 22 October.

PM also confirmed that currently we tend to go over budget in relation to publishing Bridging the Gap due to quantity of content that requires us to pay for more pages in the newsletter. Therefore, he will get costings of an 8-page BTG that would be published three times per year.

SS expressed interest in having a “Virtual Tour” of the Town Hall in order to display how the building can be set up for various events. LC and SS will look at quotes for this and bring to the next meeting.

6. Any Other Business

Members reviewed the suggested publicity and website changes provided by Cllr Warren-Howles ideas (**Appendix ‘B’**). VA agreed that a wedding photograph slide show would fit in well on our website.

7. Date of the Next Meeting

To be confirmed at a later date.

The meeting closed at 4:07pm.