

# Website, Social Media & Newsletter Panel

Wednesday 17 September, 2019

2:30pm

Town Hall, Stratford-upon-Avon

DRAFT Notes 1 - 4

Present:

Cllr Gill Cleeve – STC (GC)

Lisa Cowley – STC (LC)

Cllr David Curtis – STC (DC)

Cllr Ian Fradgley – STC (IF)

Mike Flowers – Setsquare Creative Solutions Ltd (MF)

Cllr Philip How – STC (PH)

Cllr Cohl Warren-Howles – STC (CW-H)

## 1. Apologies

Apologies were received from Sarah Summers.

Cllr Victoria Alcock was absent from the meeting.

## 2. To approve the notes from the Website, Social Media & Newsletter Panel meetings held on 21 May, 25 June and 24 July, 2019;

The notes were approved as a correct record.

## 3. Bridging the Gap Newsletter

- Design;

Following the last meeting, Setsquare developed the design proposals for Bridging the Gap based on members comments and requests.

Designs are attached to these minutes as **Appendix 'A'**.

There was a discussion regarding whether blue or black ink was preferable to individuals with visual impairments. MF responded that the difference between the two colours was minimal. It was suggested that if we were to display an

HTML version of the newsletter on the Stratford-upon-Avon Town Council website that it could be in black and white, which is easier to read for all.

Members tended to favour the three-column version of the design as this is seen as more journalistic.

Following discussion, it was Proposed, Seconded and unanimously

AGREED: to go forward with the matt blue design with 3 columns. This will be effective from the November edition of Bridging the Gap.

- Content so far;

LC advised members on the content that she had collated so far for the November issue of Bridging the Gap:

- Information about the Christmas Light Switch-On, Victorian Christmas Market Festival, and Town Hall Christmas Community Fair;
- Spotlight on our Community – Stratford Choral Society;
- What's On (in every edition);
- Councillor Contact Details and Calendar of Meetings (in every edition);
- The Town Council's Mission Statement;
- A list of what we have recently achieved, i.e. a News in Brief article;
- Mini-Mayor;
- Mindfulness Course flyer;
- UBUS in Stratford-upon-Avon;
- Pest Control flyer from SDC;
- Demographic questionnaire;

Members were happy with the content and agreed to contact LC before the early October deadline if they wished to include anything further in the edition.

- BtG in HTML format

MF informed members that the annual cost for three editions of Bridging the Gap in HTML format would cost £750.00. This also includes the development of the HTML initial template (this would be approximately a day's worth of work for Set Square). Members agreed that this was a very reasonable price.

PH agreed to look at the inner workings of the website to determine the best way to incorporate the HTML format.

It was agreed that we would await the results of the demographic survey to determine whether readers would be in favour of an online edition of BtG.

#### 4. STC Brand

- Accessibility – font size

MF confirmed that accessibility standards advise that size 12 font is acceptable, with size 14 font being preferable. Bridging the Gap is currently size 12 font, as increasing this size would require more pages therefore increasing the cost of producing the newsletter. Members agreed to keep the font as size 12 for the foreseeable future.

PH commented that if we go ahead with a HTML version, the size of the content will be able to be easily altered to suit the individual.

#### 5. Budgets

At the last meeting, members were asked to consider if we wanted to reinstate a promotional budget for other measures of publicity, and if so, to bring proposals to this meeting. These proposals would then be taken to the General Purposes Committee on 22 October when the standing committee begins deliberating the overall GP budget.

GC was keen to pursue Facebook Advertising. She suggested that we start small by focusing on advertising

weddings at the Town Hall. It was queried as to whether the £200.00 that had been saved on switching the Bridging the Gap paper from gloss to matt could now be used to start advertising on Facebook before next year's budget is agreed.

It was then Proposed, Seconded and unanimously

AGREED: to propose that £250.00 is included in next year's General Purposes budget. This proposal will be taken to the GP meeting on 22 October, 2019.

It was agreed that members should think about further ideas for budget proposals and bring them to the next meeting on 10 October.

#### 6. Date of the Next Meeting

The next meeting will be held on Thursday, 10 October at 3:00pm at the Town Hall.

PH suggested that members look at the STC website in advance of the next meeting and bring any suggestions and improvements they may have for the website.

Members will also be asked to sign off Bridging the Gap content at this meeting.

*The meeting closed at 3:32pm.*