

Website, Social Media & Newsletter Panel

Tuesday 4 February, 2020

10:00am

Town Hall, Stratford-upon-Avon

DRAFT Notes 1 - 3

Present:

Lisa Cowley – STC (LC)
Cllr David Curtis – STC (DC)
Cllr Ian Fradgley – STC (IF)
Cllr Cohl Warren-Howles - STC (CW-H)

1. Apologies

Apologies were received from Councillors Alcock and How.

Councillor Cleeve was absent from the meeting.

2. To approve the notes from the Website, Social Media & Newsletter Panel meetings held on 10 October, 2019;

The notes were approved as a correct record.

3. Bridging the Gap Newsletter

- Questionnaire feedback;

LC showed members the analysis of the Bridging the Gap Questionnaire which was included in the November edition. Only 21 responses were received and surprisingly none of these were online responses. The analysis of questionnaire is attached as **Appendix 'A'** to these minutes.

The lack of response to this questionnaire also leads us to a wider question as to whether Bridging the Gap is effective at engaging readers in its current format. It was agreed that delivery is also an issue and that not all residents of the town receive the Midweek newspaper and therefore do not receive Bridging the Gap either. DC and CW-H suggested that Bridging the Gap should also be distributed to schools and local cafés and businesses in order to widen the reach of the newsletter. It was therefore

AGREED: that the analysis document is circulated to all Councillors and that the issues surrounding the Bridging the Gap newsletter are taken to the General Purposes meeting on 7 April for discussion.

- Content for March edition;

Members discussed the proposed content for the March edition and suggested the following tweaks:

- The Councillor photo in the 'Getting to Know Your Councillors' article should be more personal – perhaps a photo of the individual taking part in a community activity or hobby instead of in their Councillor uniform;
- Reduce the wordiness of some articles, making them more succinct and to the point.

With these amendments in mind members were happy to sign off the content for this edition of Bridging the Gap which will be distributed in the Midweek newspaper on Tuesday, 3 March.

Members also discussed various ideas of items that could be included in the newsletter in future. These included:

- Articles written by residents;
- A 'Green Corner' dedicated to how STC and the town's residents are helping combat the climate emergency;
- Brain teasers

It was agreed that the next meeting of this panel be arranged in early – mid March in order for all members to submit their suggestions of content well in advance of the next issue (usually published in July).

4. STC website suggestions & quotes

- Website Changes

Members reviewed the quote that we had received from Pink Jelly regarding the proposed website changes that Cllr How had submitted to them in October (attached as **Appendix 'B'**). The quote for this work is £850.00 + VAT. Members therefore

AGREED: that this quote was satisfactory and that we would like to go ahead with the changes.

However, it was agreed that these would not be the only changes required and that further tweaks would need to be made to the website to make it more engaging and interactive. Various suggestions were:

- Slideshows of wedding photographs;
- A to Z of services that STC provide;
- A page on the Neighbourhood Development Plan (**N.B.** this is already on the website but not in an easily found location);
- Links to other organisations mentioned in news articles, e.g. Table Tennis England

LC confirmed that the above tasks are ones she can complete herself without having to ask for Pink Jelly's input. She will aim to implement these changes before the next meeting.

- Virtual Tour

At the last meeting members requested that LC seek a quote for a possible virtual tour of the Town Hall to be included on the website. The quote that was sought came from ATS Films and was estimated at £450.00. This is a flat rate for promotional films which covers one-day filming, travel costs, two days editing, up to three edit changes and the cost of purchasing the music license in the edit.

Members agreed that this was an acceptable quote and requested that LC ask Ben from ATS Films to attend the next meeting to discuss this further.

5. Date of the Next Meeting

Thursday 19 March, 2020 at 10:00am at the Town Hall.

The meeting closed at 11:16am.