

Report for Communications Sub-Committee

Date: 9 December 2020

Key points to note:

1. The sitemap for the town tourism website has been built and Luke is building the draft pages. TW to supply further information as required and review Shakespeare England proposal with Cllr Okey.
2. Changes have been made to the JPC website as per meeting with Ray and HTDL.
3. The Henley in Arden Instagram and JPC Facebook page continue to grow. The Instagram account now has 711 followers, and the JPC page 500 and this continues to increase daily. Response to the work the payback team has completed and tourism work around the town has been positive. If chairs can keep me updated, supplying photos it is great to have this tool to continue to publish the work that is being completed. The Facebook page is more focused on this work whereas I am using the Instagram page to promote Henley as a whole, supporting local businesses and ensuring Henley is viewed as an attractive place to visit. This ties into the focus of the Town website above.
4. Volunteer of the month has been decided for December and will be published shortly.
5. The helpline is up and running, few teething problems with Vonage so this will be kept under review. TW to consider further promoting the number on social media now more established.

Financial transactions this month:

None

Actions for next month:

As per the December/January 12 month plan and in addition;

Progress the website build with Luke

Review Simon Woods email on the Coop Cooperate website to see how we can support/help publish this. The Cooperate platform provides a local and national searchable database for local organisations. We need to consider if we can potentially incorporate this into our website.

Review Grant applications as part of the sub-committee group and agree on any meetings or actions that need to take place

TW to continue to pick up with PR company to see if any additional stories have been picked up

Following the Comms plan we were going to launch the Pride of Henley Awards in January. Is this something we would still like to do in January as we will need to build this into the Comms plan.