



## STEERING GROUP: THURSDAY 12TH OCTOBER

**Present:** Carla Richards Maddie Bean, Anita Willoughby, Pippa Jones, Jane Selva, John Handley, Jean Hill, Pat Baker, Andrew Backhouse, Chris Frankland

**Apologies:** Garry Olson, Anthony Jones

### **Business Arising:**

We viewed the mounted photos from the "Great Together" event which will be displayed during the Wilmslow Arts Trail, possibly at the URC. A longer term home for it was discussed, the library was one suggestion.

### **Discussion of Website and improving our engagement with the public:**

Pippa summarised what had been achieved this year, extending the community garden, the grant won allowing the programme of walks to be increased, the energy group hosted public lecture and the submissions to the Local Plan and involvement in Neighbourhood Plan.

Despite improving the website and keeping it up to date there are fewer hits than previously.

### **Discussion points:**

- TW tweets have 1800 followers including CEC, Transition Network, Wilmslow Guardian and Wilmslow.co.uk. Perhaps the website would be best used as an information backup to a TW events public Facebook page and the tweets. Does the website need to be used as a back up for facebook, tweets.
- Some comments made about the website were that the blog format can sometimes be difficult to navigate when searching and that the aims and aspirations of the organisation are not obvious enough.
- We all need to ensure that we take a sign up list to all events and it is desirable that we contact people shortly after they have signed up to the contacts list re; their particular interests etc..
- Are we making the invitations to the monthly meetings open enough – does "Steering Group" put people off. Workshops on specific topics have been productive and there would still need to be core group meetings to steer new

projects forward.

- Group leaders identified that a problem with Mailchimp mailings was that they didn't know who the individuals on each list were. Pat will see if she can send the list of mailchimp contacts for each group to the leads. Whatsapp groups were mentioned as a way of keeping in contact.
- Dropbox is full, Andrew will delete all items from pre 2016. Other forms of storage were considered.

### **Upcoming list of events:**

**TW lecture:** Chris Baines at the Guild on **Friday November 24<sup>th</sup>**. A booking form is on the website. The Saturday morning workshop in the Meeting House is for the Steering Group and sub-group members.

Jean has a list of the groups who might be interested in the Chris Baines lecture.

**Mushroom Foraging event:** Saturday 4<sup>th</sup> November, details and booking on website.

**Thursday 18<sup>th</sup> January “Tomorrow” the Transition film** will be shown at the Old Dancer and a ‘chilli’ supper laid on. See website.

The need for a communications plan for each event to be drawn up.

An updated list of people to be contacted to publicise events will be attached.

Jane is willing to run a workshop again to plan for the coming year. Pippa will be standing down in February and we must maintain the momentum.

### **Next Meeting: Thursday 9<sup>th</sup> Nov.**

To include planning for 2018, ideas reducing plastic use eg plastic straws, John to firm up plans for 24<sup>th</sup> and 25<sup>th</sup>, Pippa has offered a potluck lunch to follow the workshop at her house.

### **December meeting Thursday 14<sup>th</sup>.**