

Bugle Editorial Meeting 19th November 2020 (4.30pm) via Zoom video online

Present

1. Chris Bennett (Chair)(CB), Lee Hawkes (LH), Sue Clark (SC), & Tess Olley (TO)

2. Apologies for absence: None

3. Actions

Action			
None			

Action Updates N/A

4. Roles of Editorial Team –

- Define specific roles
- Tasks to be achieved

A general discussion took place amongst the group to decide on the roles of the editorial team. They were broken down into the following headings:

- ❖ How to source articles from residents
- ❖ Collation of material
- ❖ Article writing
- ❖ Proof reading
- ❖ Production of newsletter
- ❖ Circulation and distribution

CB stated historically the Bugle material mainly came from the committee of the Burton Community Association (BCA) and now was a good time to seek other sources from the village residents. It was agreed we should ask for more participation and actively seek more varied ideas. CB agreed to send an email to the village asking for volunteers to provide articles on a variety of topics as suggested in the recent survey.

In advance of this meeting CB had arranged the creation of a specific email address for receiving Bugle material and this should be the central point for such material. The email to be used is Bugle@burtonvillage.org.uk and is automatically linked to be received by all the editorial team, which should ensure we all see the incoming material, especially helpful if and when somebody is away.

The group also discussed final submission timings for articles and publication timelines. It was agreed we should ask for articles/material to be sent to the team during the last week of each month and we look to having publication by the first weekend of each following month.

SC stated she was more than happy to assist with article writing, providing draft copies and circulating to the team.

TO volunteered to take on the role of proof reading the draft newsletter before publication of the online version.

LH has already had experience of using the software programme MailChimp for production of newsletters used for schools and was happy to create a template for the Bugle using this format.

Members then had a discussion on how we circulate the newsletter, bearing in mind the wishes expressed in the survey results. LH was keen to ensure where possible we did this digitally and avoid unnecessary duplication with paper hard copies. CB stated it would be difficult to achieve with a small minority of the village still not having access to internet facilities and should therefore be afforded the opportunity to continue to have a paper copy. The new style newsletter should hopefully reduce the total amount of paper and printing used.

Action 19/11/20/1 – CB to send an email to residents seeking volunteers to provide articles and material for the newsletter

Action 19/11/20/2 – LH to produce a template for the Bugle newsletter on MailChimp

5. Results of Village Survey –

Prior to the meeting CB had circulated the overall results of the village survey and was pleased to announce a 64.4% return which should be considered to be a higher-than-normal achievement. There were a number of interesting points to the survey particularly the wish to have both monthly and quarterly newsletters.

CB also provided an update on the survey circulation preferences, so far we had 70 requests for online/email and 49 by hand delivery, we also currently have 7 houses which are empty or soon to be empty. CB expected the number of paper copies would reduce

Following a short discussion, it was agreed we should now circulate the results to the village residents

Action 19/11/20/3 – CB to circulate survey results via email and a paper copy to those not online

6. Future plans for Bugle newsletter –

- Legacy from current version

- Based on survey responses
- Production and sources of articles/content
- Village communication with editorial team
- Frequency and type of production
- Environmental considerations, i.e., to include cost savings on printing
- Future distribution arrangements

A general took place regarding the above points which are summarised as follows:

CB stated the previous editions of the bugle had been populated and produced by the BCA, although strictly speaking this doesn't fall within the category of a 'charitable purpose' and not something the BCA should take any lead on. The formation of this editorial team now helps us transition to a new format set apart from the BCA.

CB did suggest we maintain the newsletter logos

LH proposed we create a template which covers all the topics mentioned in the survey and we could populate each section when we receive the articles more easily. There might well be certain topics recurring each month.

The discussion included a proposal to produce a quarterly bumper edition and a monthly bulletin type edition. This could be trialled and then seek feedback from the village residents accordingly

This should be considered alongside the drive to improve our approach to environmental considerations in reducing the need to print and use paper where possible

CB asked how best we could produce a paper hard copy for those residents who either requested one or those not online. TO stated she was happy to look into converting the online version into a suitable word document as a trial. Until we had the content of the first edition, we were unable to guess the amount of printing/paper to be used.

Action 19/11/20/4 – TO to produce a paper draft version of the newsletter

7. Any other business –

- Data Protection & GDPR

A general discussion took place to agree procedures for dealing with personal data of village residents who provided article material and those who received digital copies via email. CB suggested those details are the same as held by the BCA and as the Bugle newsletter is circulated to those same persons then it could be included in the list of purposes for retention of data. It would seem to be unnecessary to hold two separate consent forms from the same persons. In addition, the residents who completed the online survey requested future copies to be sent electronically, hence an implied

consent.

CB thanked the team for their suggestions, contributions and continued support

Meeting closed – 5.20pm

Next meeting - TBA