



REPORT TO CIVIC TRUST COUNCIL – Tuesday 10th September 2013

Publicity Committee

The committee has met twice, on 9th July and 13th August, since the last CCT Council meeting. A mail-out took place on 8th August comprising Heritage Open Days directories (2 per member), a variety of fliers and appeals for help, together with details of the forthcoming AGM and Subscription Renewal Notice.

Since then, preparations for the next mail-out have been on-going. Amongst other things this will include our Annual Report, Membership/Programme Cards and nomination forms for next year's New Year Honours.

At the behest of the Publicity Committee some of our 'Younger Members' (those aged 53 and under) held a social evening on 21st July in a local pub. Although it was not as well attended as had been hoped, it was nevertheless useful and will lead to our younger members keeping in touch with each other. Following feedback and discussions at the last committee meeting it was decided that:

- a) The Trust will open a Twitter account – mainly to promote our activities and draw attention to new material on the website (i.e. not for trivial tweets!).
- b) We will try to engage our members in certain planning issues before decisions are taken by using our e-mail database more frequently.
- c) The above will be included in a draft Communications Strategy which SL will put together before CCT Council on 10th September.

Further details of the Younger Members' Meeting are appended to this report.

Finally, there will be another mail-out in October which will include the next Newsletter and Events fliers.

Stephen Langtree
5th September 2013