

IDEAS & VISION GROUP
NOTES OF THE MEETING OF MONDAY 10TH JUNE 2014

Present: Alan Thompson, Andrea Lewis, Carole Mordaunt-Todd, David Holdway, Derek Bodey, Jane McGrother, Janet Miller, Janine Morris, Jean Todd, Jo Holdway, John Estruch, John Faulkner, Linda Baldry, Lois McGill, Mike Badman, Paul Lewis, Philip Barton, Rachel Hoodith, Richard Lower, Simon Fussell

Apologies: Emily Markie, Jean Ball, Joe Dugdale, Roddie MacLean, Richard Silson, Sarah Rawlinson, Steve Caddy, Suzanne Pearson, Tina Heathcote

Introductions: The meeting started with a round of introductions.

1. NOTES OF THE MEETING ON 12TH MAY 2014

The notes of the last meeting were passed as a true record.

Re Item 4: it was noted that we had entered the ATCM competition (and been short-listed) but had not managed to get a submission in to the ATM one before the deadline.

2. PROJECTS

2.1 Christmas Crawl 2013

A closing report for the project had been circulated and was accepted, and the meeting thanked Rachel and her team for their hard work. Rachel reported that the team hoped to repeat the project next Christmas. It was noted that a query had arisen regarding HPBC's agreement to pay for printing the leaflets, it was hoped this would be resolved shortly.

2.2 Buxton Spring Fair

The closing report on the project is in final draft and will be posted on the website later this week. The final outcome financially (once we receive the promised Waitrose funding) will be a surplus of £94. It was noted that next year's twinning visit from Oignies was being timed to coincide with the 2015 Spring Fair.

2.3 Illustrated Map

Sales of the map started at the Spring Fair, and they were on sale again at the Artisan Market, as well as by direct requests resulting from articles in Pure Buxton and the Buxton Advertiser. Philip reported that, including 20 sold to the TIC at trade price, sales had now passed 50 (including 9 framed ones), and around half of the investment money had been recouped so far. A pricing policy for sales to retailers has been agreed, and will be implemented more widely as soon as explanatory inserts are available to go with the maps.

2.4 Buxton in Bloom

Janine reported that around 20 entries had been received so far for the various local competitions, and that one of the schools had entered the regional one. The date for the judging has been announced (15th July) and the team are open to suggestions of places that they should visit, and also for inclusion in the portfolio. Jane requested the loan of a strimmer to clear undergrowth at Milnthorpe; Simon will ask if there is one at Pooles Cavern, failing that Janine will ask via Facebook. The cost estimate has been revised; £875 funding has been received or promised so far, and additional money is expected from Waitrose; it was agreed that Janine should also apply to Buxton Lions for a contribution.

2.5 Beautifying Buxton (Street Art Phase 1)

Students from Buxton and Leek College are painting the panels at the college, sketches of their ideas (line drawings of Buxton landmark buildings surrounded by colourful stencilled flowers) were passed round. These panels will be used on the section of George Street closest to the Opera House. The Community School plan to paint their panels in situ between 17th and 19th June, we are still waiting for confirmation from St Thomas More School, but hope the work will be all complete by the end of June. Some improvements to the panels at the front of the buildings have been made by Buxton Festival, it is uncertain whether more work is planned here. A suggestion regarding panels with information about the town's history would have to be the subject of a separate project.

2.6 Talking Signposts

A project proposal had been circulated, the meeting agreed that this should be forwarded to the Directors for approval. The team had concluded that the rota would best be organized via a doodlepoll, and were looking for a volunteer to administer this. More volunteers are also needed to act as signposts, anyone interested should contact Tina.

2.7 Artisan Market

The first market took place on Saturday, with 60 stalls in Spring Gardens and the Turner Memorial area. There had been some minor issues to overcome but the general impression was that it was well organized and looked good. Feedback from the public and traders was very positive in spite of bad weather; the students would be collecting feedback from the shops this week to feed into the overall evaluation.

The Town Team had been given a (free) promotional stall which had been very successful, we will be doing the same at the next market (5th July on the Market Place).

It is likely that The Market Company will apply to HPBC for two further trials in August and September, one in each location again. As we will have to wait for the feedback survey to make a fully informed decision on future specialist markets, and to maintain the positive momentum, it was proposed that we should support this. There would be no

commitment beyond September, and other options (different dates, different types of market, different operators) will be considered.

3. BUXTON SPARKLES

Andrea and Carole explained the history of Buxton Sparkles, and its development, from a simple switch on of the lights on the Market Place tree, to the event that it has now become. It includes a lantern procession, stalls and music; last year the schools created bottle sculptures and an illuminated willow frame dragon, and the event attracted around 4,000 people. The group are very aware, however, that the activities take place entirely within the Pavilion Gardens and they are keen for ideas of how it could be expanded into the rest of the town, along the lines of the Spring Fair. They are also keen to emphasise the community nature of the 'winter celebration', and counter the idea that this is something the council should organize for us.

A general discussion followed, and the following comments and suggestions were made:

It is standard practice elsewhere for local traders to fund the provision of Christmas lights.

There have been difficulties persuading the chain stores to pay for a Trevor Zoppi tree, it falls outside their systems - it might be possible to address this via a 'middleman'.

There could be a competition for the best dressed shop front.

In Spring Gardens decorations need to extend out into the street so as to be visible from either end.

If one or two shops do something, the rest might be persuaded to join in.

Events Management students could be recruited to the team (they tend to be most useful in the last few weeks before the event and on the night).

Retailers will only stay open in the evening if there is something going on outside eg a market.

An evening food market would be good - commercial companies might be interested in running this, or the existing evening food market could be incorporated.

Is there any synergy between this event and the Christmas Crawl?

If there was a parallel event on the Market Place (food market, Christmas Market, entertainment) it could be linked to the Pavilion Gardens via the Slopes, and avoid major roads - a dragon trail?

The lantern procession could lead through the Pavilion Gardens and up the Slopes, with a second lights switch on outside the Town Hall.

Could we have a Christmas Market either on Spring Gardens or the Market Place?

Could this be set up on wooden stalls and maintained for a fortnight? Agreed easier to arrange on the Market Place (Linda will investigate) but maintaining footfall for two weeks might be problematic.

The date for the 2014 Winter Celebration will be Friday 21st November.

Jo, Dave, Janine and Lois volunteered to help the Buxton Sparkles team develop ideas. Janet will help with recruiting stallholders and entertainers. Linda will find out about the Licensing implications.

4. SCHEDULE OF IDEAS

John E explained that, other than transferring the information onto a spreadsheet and updating the status of ongoing projects, the Schedule of Ideas had not been reviewed since Mike Bryant was taken ill.

The meeting broke into three groups to consider the list, specifically whether priorities were right, whether some items could be combined and whether there were new ideas that needed adding. Suggestions were marked on the sheets, John will use these to revise the list and reissue it.

In the discussion that followed, the following comments were made:

Ideas that we can't or won't take up any time soon should be listed in a section at the end, along with the reasons they are not being pursued - they should not actually be taken off the list.

The project categories we have now are not ideal, there are too many of them, and many projects could be assigned to several different ones.

We could consider identifying say three strategic themes, for instance economic development, community spirit, enhancing amenity value. Alan suggested we should concentrate on one (or possibly two) of these and eliminate ideas which do not align with this. There was general support for fewer themes, but it was agreed that we would not want to prevent opportunistic projects that would benefit Buxton, if members are prepared to undertake them.

Our five CIC36 objectives could be included, to check that an idea does meet at least one of them.

Alan expressed concern that we are operating in isolation and not working together with other organisations to develop a grand vision. This view was not generally supported. It was pointed out that members of BCA, Buxton Sparkles, Buxton Lions and several other groups were present, and that we are working increasingly closely with HPBC and Vision Buxton. John F pointed out that the Town Team is very good at taking action and getting things done, and counselled against spending a lot of time in meetings.

5. COMMUNICATIONS GROUP

The Communications Group have asked for feedback on the monthly newsletter that is being sent out to all Town Team members - whether members have seen it, read it, and have any suggestions for improvement.

6. FUTURE I&V MEETINGS

The next meeting will be on:

Wednesday 9th July at 7:30pm in the Buckingham Hotel.