

**IDEAS & VISION GROUP  
NOTES OF THE MEETING OF MONDAY 12<sup>TH</sup> MAY 2014**

**Present:** Alan Thompson, Charles Jolly, David Holdway, Jane McGrother, Janet Miller, Janine Morris, Jean Ball, Jean Todd, Joe Dugdale, Maxine Pearson, Mike Badman, Philip Barton, Rachel Hoodith, Richard Silson, Sarah Rawlinson, Steve Caddy, Tina Heathcote

**Apologies:** Emily Markie, John Estruch, Linda Baldry, Richard Lower, Roddie MacLean, Simon Fussell

**Introductions:** The meeting started with a round of introductions.

**1 NOTES OF THE MEETING ON 9<sup>TH</sup> APRIL 2014**

With one minor amendment, the notes of the last meeting were passed as a true record, and there were no matters arising.

**2. PROJECTS**

**Updates on Approved Project**

**2.1 Buxton in Bloom**

Janine reported steady progress. The team had met again this morning, entries were starting to come in. They were hopeful that the funding promised would cover all the costs but concerned at a comment from one councillor that match funding was needed against Councillor's Initiative Fund grants. There is a page set up on the website, Janine will check if any additional information should be added.

**2.2 Big Buxton Spring Clean**

The successful railings clean was followed by a very successful general clean around the town on Saturday 12<sup>th</sup> April - there was a great atmosphere, with volunteers, HPBC and businesses all working together. Over 200 people were involved directly and many others by separate effort. The post boxes are now in the process of being painted. The meeting thanked Tina and her team for their efforts, the project was a great example of people getting together to do something that 'they' should do, but which would not happen otherwise. Tina will produce a closing report on the project shortly.

It was noted that Derbyshire Life had an article about someone painting street signs, and that B&Q had apparently offered to provide us with paint to do this - Tina will follow this up.

**2.3 Street Art Phase 1**

Left over bottles from the Spring Clean had been turned into flowers and mounted on lamp posts on the market place, and the Fire Service had hung bunting borrowed from the Well Dressing Festival. Work on new hoardings for the rear of the Crescent has started, Fairfield Builders are providing plywood and Trevor Osborne is providing paint. Students from Leek College will paint the section between the Brasserie and the Cavendish Arcade, and the two schools have been allocated five panels each on either side of the main gates between the Tap House and The Square.

**2.4 Talking Signposts**

A meeting for all interested people is being held tomorrow night.

**2.5 Buxton Spring Fair**

The Fair went well, and was around 50% bigger than last year, with lots more for children to do and more food stalls; also good linkage between our Main Street area and the Pavilion Gardens events. Feedback has been overwhelmingly positive, and a number of people have expressed an interest in joining the Town Team, in addition to the 19 who joined on the day. A full report is in draft and was circulated before the meeting, people were asked to send their thoughts and ideas to Janet for inclusion.

It was noted that parking enforcement officers had been out in the town (though not in the fair area where we had problems with cars parked where stalls should be) and that there was a shortage of parking space, in spite of additional parking being made available at the Dome and St Thomas More School. Further additional spaces will be sought for next year.

The meeting thanked Janet and the team for their hard work making it happen.

**2.6 Illustrated Map**

The maps were on sale at the Spring Fair, twelve sold on the day and several more since. The focus for the time-being is on direct sales, but Joe and Philip are developing a marketing strategy for sales via retailers. A press release will go out tomorrow. Tina volunteered to approach the main businesses in town. It was suggested that the Rotary Bazaar on 7<sup>th</sup> June would be a good opportunity to sell them.

**2.7 Artisan Market**

The Market Company have started to recruit and advertise, and are in discussion with the regular Market Place traders, though other regular town traders have not yet been approached. Some reports indicate that prices are higher than we had been led to expect, at £40 for a half pitch ie 1.5m x 3m. Sarah and John have started work on developing the evaluation process for the trials.

It was agreed that we should plan to have a small promotional stall at both markets and sell maps, John to be asked to clear this (at no cost) with Denise.

The possibility of further trials beyond the two Artisan Markets was discussed, including the idea of a more DIY version organized by local traders, and more general regeneration of the regular market along those lines. Maxine volunteered to be involved in developing ideas.

## **New Project Ideas**

### **2.9 Autumn 'Undressing' Party**

An embryonic idea, that when the bunting and other decorations are taken down, we could have a DIY street party along the length of Main Street. It was met with enthusiasm, Tina will develop a more detailed proposal for the next meeting.

### **2.10 Carnival Float**

The possibility of entering a float in the procession was discussed, but no-one volunteered to take this on, it was also suggested we could have a stall somewhere. Tina will investigate options and discuss with the Well Dressing Festival team.

## **3. ATCM TOWN PERSONALITY TEST**

The meeting individually answered a series of eight questions, aimed at determining what sort of Town Buxton is. The questions and outcome are appended, a summary of our answers is as follows:

	A	B	C	D
1. What sort of markets do I see on the high street?		10	5	
2. What sort of shops do I see on the high street?		5	7	3
3. What sort of people do I see on the high street?		5	10	
4. What sort of events take place on my high street?		4	11	
5. Level of vacant retail units in my town centre.		3	9	3
6. Describing the public spaces in my town centre.		4	11	
7. How many charity shops are there in my town centre?				15
8. Level of community spirit in my town centre.		6	6	3
Totals	0	37	59	24
Percentages	0	31%	49%	20%

The conclusion being that Buxton is primarily C, a "specialist" town, which tend to have: a high degree of retail sophistication, and level of independent retailers; a larger than average catchment area; not generally seen as global tourist destinations; strong local character.

Elements however of B, a "sustainable destination" (often linked to a university; attracting visitors from the UK and overseas; independent retailers play an important role; increasingly mindful of sustainability issues) and D, "community focused entrepreneur" (clear focus on community; lower than average incomes; high level of independent retailers, charity shops, discount stores).

Definitely not an A, aka a "global celebrity"!

## **4. COMPETITIONS**

### **4.1 ATCM National Partnership Awards**

Agreed we should enter for Town Team of the Year. Applications need to be in by the end of this week, Tina and Janet will fill in the form and circulate for comment as soon as possible.

### **4.2 AMT Towns Alive Award**

There are four awards, for Impact, Innovation, Renaissance and Enterprise, which look for specific projects. The deadline for entering all of them is 6<sup>th</sup> June, no firm decision on whether we should enter or not.

### **4.3 Healthy High Streets Campaign**

The closing date for this is also this Friday, however it was noted that it is targeting areas of multiple deprivation, which does not seem appropriate, so agreed we will not enter this.

## **5. FUTURE I&V MEETINGS**

Richard reported that invitation to attend Ideas & Vision Group meeting would be circulated to all Town Team members via the monthly Communications Group newsletter.

The next meeting will be on:

**Tuesday 10<sup>th</sup> June at 7:30pm in the Buckingham Hotel.**