

Buxton Town Team Communications Group

Note of the Meeting on 12 December 2012

Present: Janet Miller, Eric Tilley, Roger Floyd, Andy Parker, David Mulholland, Terence Honeyford

Observing: Derek Bodey

Apologies: Emma Fairbrother, Jen Francis, Julian Cohen, Joe Dugdale

1. NOTES FROM LAST MEETING

It was agreed the notes from the last meeting on 14th November were correct.

2. REPORT FROM SETTING UP AND IDEAS & VISION GROUPS

Setting Up Group: Janet reported that the main job of the group - CIC registration - was complete, and the membership arrangements in place, with about a dozen people signed up so far. The various other procedures, board terms of reference etc were in final draft and would be finalised shortly by email. The Setting Up Group had therefore held its final meeting last night. The first Directors meeting would be on 14th January with non-director members of the Setting Up Group also invited for continuity and so as not to lose their expertise. They are planning another large public meeting in early April as a general update on progress.

Ideas & Vision Group: The group last met on 3rd December. They realized it would be a good idea to have special meetings to cover specific issues, the first of these would be on 21st January, to discuss the current economic situation, and the next on 18th February to discuss Public Transport, Parking etc. Their next regular meeting would be on 4th February.

3. COMMUNICATIONS GROUP TERMS OF REFERENCE

It was agreed that the draft produced by Emma was substantially complete, however it did need to make clear where the division of responsibilities lay, between the Communications Group and the directors. This was especially important with regard to press releases, and other instances where the Group would be speaking on behalf of the Town Team, even more so if at any stage in the future the Group did not include any directors. Janet agreed to draft a proposal.

It was also suggested that the document would be clearer if both the Purpose and the Duties were split to reflect the two distinct areas of responsibility - Internal Communications (within the Town Team), and External Communications (with the wider public, other organisations, local authorities, local businesses etc). Emma was to be asked to redraft the document along those lines.

It was also agreed that it would be useful for this group and the Ideas Group to share their drafts.

4. ONGOING PROJECTS REPORT

Christmas Crawl: This is going very well, feedback from participating traders is universally positive, and of the 5,000 crawl maps printed we only have around 600 left. Neil will be collecting more formal feedback when he collects the completed maps on 7th and 8th January. The draw will take place on 14th January at the Directors meeting, the prize presentation will be on 24th January at the Green Man Gallery.

Spring Fair: The date has been set for Monday 6th May, a project team is starting to develop ideas and will be meeting with HPBC in January.

5. BTT IDENTITY UPDATE

Eric had developed revised proposals in a range of colour options, and then in greyscale with a broader diversity of figures. These had been circulated quite widely, unfortunately there had been an unduly negative response from certain individuals not involved in the decision to adopt this particular design; this is a minority view, however, and it will never be possible to find a design that everyone likes. Those present were very much of the view that the concept of the figures can work, and that the variety and diversity is much improved, and can be even better as more figures are added to the range. They are also very positive about the level of fluidity, with the design able to change seasonally, to reflect the subject matter or the group using it, or simply according to personal preference.

The blue and green colour scheme (option 3.2) had been most popular; it was agreed that Eric would produce a few versions using this, say one with the figures bottom left (as the press release layout, both with and without 'press release', and perhaps another couple with different groupings of figures around the text top right. These were to be taken to the Directors meeting on 14th January.

The group was not happy with the suggestion that a version with the text but no figures could be used in the interim.

6. BTT WEBSITE UPDATE

Use of Website: Andy reported that as members are recruited they are being given access to the members' area of the website. He was disappointed that discussions were still being carried out by email rather than using the members' forum, but this should improve as more people are given access to the members' area. Meanwhile the amount of information on the website, in both public and members' areas, was increasing all the time.

Changing web host: Four quotes had been received, from MM&B, Crazy Pages, 1&1 and Evo. The cheapest option would be one of the two national companies, however there were concerns that the level of support might not be as good, and it was felt that we should support Buxton businesses wherever possible. Andy will clarify the MM&B quote (the cost of the emails if we only had 10 rather than 20, whether the emails would be Pop3 or web-based, and whether the price included VAT), and advise the group as soon as possible. When we have agreed a recommendation this will be sent to the directors for approval.

7. VISIT BUXTON WEBSITE PROGRESS

Vision Buxton have put a group together to agree what could be done to improve the usefulness of the website. Some of the directors have concerns about free listing, the cost of running the site, and the amount of work involved in keeping it up to date, on the other hand people are keen for the site to be simpler, easier to update and more engaged. Things are moving forward slowly. An outline specification has been drawn up, which needs Vision Buxton board endorsement. Dave Golding has offered to help with re-programming at no cost, which has alleviated the cost issue. They may be looking for some help in keeping the website up to date, but this is very much a Vision Buxton project, not Buxton Town Team.

It was noted that Peter Dewhurst has joined Vision Buxton and is also on the board of Visit Peak District, so there is potential for cross-over with their site as well as with the University.

8. BUXTON ILLUSTRATIVE MAP UPDATE

Eric reported that there had not been a lot of progress. A Project Proposal form was in draft, however, and he would be looking for quotations for printing costs soon, meanwhile Joe would be sounding out potential artists.

9. ANY OTHER BUSINESS

Membership Recruitment Strategy: The directors have requested that the Communications Group take the lead in a membership recruitment campaign, starting in January. This would include writing press releases, devising suitable promotional material, as well as taking advantage of whatever events are taking place. Terence and Roger volunteered to be on the team organising this, other volunteers from the Communications group are needed.

Membership: Janet apologised for having failed to bring membership sign up forms to the meeting. The form is available on the website however, and if people want to join up before the next meeting they can drop off the signed forms and their £1 joining fee at her house (22 West Rd).

10. NEXT MEETING

This will be held on Wednesday 23rd January, hopefully in the Dome, Jen to confirm which room.

TH/JCMM

14Dec12