

BUXTON TOWN TEAM COMMUNICATIONS GROUP

NOTES OF THE MEETING ON 17TH OCTOBER 2012

Present: Andy Parker, Emma Fairbrother, Eric Tilley, Janet Miller, Neil Scowcroft, Roger Floyd, David Mulholland, Judith Milling, Joe Dugdale

Observer: Derek Bodey

Apologies: Lydia Jutton (leaving group), Jen Francis, Tina Heathcote, Mike Bryant (leaving group), Alan Thompson

Previous minutes for the meeting held on the 12 Sept were passed as accurate.

1. TOWN TEAM UPDATE

1.1 Setting Up Group Progress

Janet reported that the Setting Up Group were making good progress in drafting all the paperwork

- there are 6 directors in place.

- documents to be sent in to register Buxton Town Team as a community interest company.

- idea is to recruit members who will pay £1 in accordance to the set of town team guidelines.

Action points - terms of reference for Communications Group: What is its purpose? - 1st draft for next meeting, so notes to be brought by each member of the comms group for discussion.

2. PRESS AND PUBLIC RELATIONS

Janet reported that Lydia will no longer be in a position to take the PR role due to her work commitments.

So no Press and PR group at the moment. Currently we are waiting for Andrew Bingham MP to ok the press release for the Town and Team partner scheme.

Neil is trying to help local businesses with a "Christmas Crawl". This initiative will promote locals to use shops within Buxton, similar to the previous shop local campaign. More information to follow.

Action points - Agreed for the time-being project task forces to write own Press Releases, and check with directors plus Emma (for Comms group) and Mike (for Ideas Group) before submitting.

3. COMMS GROUP MEETINGS

Emma agreed to facilitate the forthcoming meetings with David as her deputy.

4. TOWN TEAM LETTERHEAD

Eric reported that option 1 (fountain) appeared to be the most popular choice at the moment. He can't progress the layout of the Letterhead any further until the address and further copy details are finalised.

Action Points: All members of various groups need to send Eric their preferred logo option by the 31st October.

5. TOWN TEAM WEBSITE

Andy has made an excellent start, he explained the discussion area and how to log on.

Hosting is an issue, as Dave Golding is moving out of the web business. It will cost around £70 per year.

2 meg limit on sharing information. Agreed to have no private areas and allow press releases to be viewed by the public.

Andy was once again thanked for the very useful work he had done so far.

Action Points: We have another couple of weeks for the group to try the various pages on the website and report back to Andy.

6. VISION BUXTON WEBSITE

There was a positive meeting with Vision Buxton Marketing group about the dual use of the website. It was agreed that all business, member and non-member will be listed.

All agreed that a face lift is required for the website.

Action points: Eric, David, Emma and Jen will meet up with Zoe to discuss ideas.

7. CREATING A DECORATIVE PARISH MAP

It was decided that it would be a useful tool and that Joe, Eric and Emma will share views on creating a brief.

8. NEXT MEETING

The next meeting will be held on Wednesday 14th November, 7:30pm. Venue to be confirmed.

Action Points: Jen will sort out a venue for the next meeting, hopefully the same room at the Dome.