BUXTON TOWN TEAM COMMUNICATIONS GROUP
NOTES OF THE MEETING ON 12TH SEPTEMBER 2012

Present: Andy Parker, Emma Fairbrother, Eric Tilley, Janet Miller, Jen Francis, Lydia Jutton, Mike Bryant, Neil Scowcroft, Roger Floyd
Apologies: David Mulholland, Joe Dugdale, Nina Lubman, Tina Heathcote

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 to register Buxton Town Team as a community interest company. The main elements of this are form CIC36 which states what the company will do and how this will benefit the community, and the Articles of Association which deal with general legal requirements like defining the membership, appointing directors, holding meetings and voting and so on. The group still hope to submit the paperwork by the end of September, if not it will definitely happen in October.

1.2 Town Team Partners
As a follow on from the Portas Pilot application, we have been invited to sign up via our MP as a Town Team Partner. As well as access to information and mentoring this will give us an initial grant of £10,000, to be spent on some part of what was included in the original bid; with what this would be had to be specified on the Partner application form. Janet reported that the Ideas & Vision group had discussed at length what this should be, and agreed that as it would come under intense scrutiny, and would to some extent define how we were viewed in the town, it should be something that benefited residents rather than visitors, something real and tangible and demonstrate good value for money. The elements chosen were: an illustrated map of the town (which could be published and sold to generate income); help towards the first pop-up shop; help with the Shop Local scheme; the Town Fair cum Street Party.

Concern was expressed that re-branding Buxton was not included, but as that had not been part of the original Portas bid it would not qualify.

2. BRAND BUXTON - REPORT ON RESEARCH
Emma, Eric and Jen reported on the research they had done on existing websites, as detailed in the accompanying report. The Vision Buxton site (Visit Buxton) always came at the top of any search, which is good, but the information on it is not extensive (for instance only Vision Buxton members feature on listings) and not always up to date. It was agreed we should aim to develop this site to suit the needs of the whole town, rather than setting up another one in competition. It was also suggested that there should be a page where anyone can upload events, rather than relying on the TIC to compile these.

The team were congratulated on a thorough and comprehensive piece of research.

Action points: Eric to forward the report for **Janet** to append to the notes of the meeting. **Eric and Neil** to approach Vision Buxton re developing their website.

3. TOWN TEAM WEBSITE
Andy had done some initial work on the existing website (buxontownteam.org), relocating the Portas information in an Archive folder and setting up new pages for the various groups, but the information left on the home page is still very out of date. After much discussion the following was agreed:

- The Home page should be accessible to all without the need to sign in, and should include general information about the group and its purpose, up to date news on progress, and in due course details of projects we are working on or have completed
- There should be some sort of 'suggestions box' whereby members of the public can feed in ideas and comment; this will probably need protection from spam
- There would be a single members' area, accessible only to members of Buxton Town Team
- Within the members' area there would be a single 'forum' where any member could post ideas, comments, suggestions, concerns etc, and generate discussion; this section will probably need a moderator
- Also within the members' area would be sections where each group could post relevant documents - notes of meetings, research reports, the CIC documents etc, as pdf files; a limited number of people (two per group?) would have administrator's access to do this
- We will need an email alert system when comments and documents are posted

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

Action Points: Janet to send a list of all the members of the Communications Group to **Andy** to give them access to an experimental members' area. **Andy and Janet** will meet next week to draft new content for the home page.

4. TOWN TEAM LETTERHEAD
Eric presented three possible options for a Buxton Town Team logo and letterhead, as in the accompanying document. All of the suggestions had merit, but projected very different impressions. It was agreed that we needed to share these with the rest of the Communications Group for their input, and then choose one for further development, and eventual submission to the directors (when appointed) for a final decision. Whether or not to include a strap line was also discussed, but no conclusion reached.

Eric was thanked for his work to date.

Action Points: Eric to forward a copy of his proposals for **Janet** to append to the notes. **Everyone** to consider these and share their thoughts on which to develop further, and on strap lines.

5. PRESS AND PUBLIC RELATIONS
It was agreed that we would want to put out a press release about signing up for the Town Team Partner scheme, and what we would be using the £10,000 for.

Action Points: Janet to send the Partner form to **Lydia** to do a first draft of a press release.

6. NEXT MEETING
The next meeting will be held on **Wednesday 17th October, 7:30pm.** Venue to be confirmed.

Action Points: Jen will sort out a venue the next meeting, **Emma** agreed to facilitate it. Topics held over from this meeting due to lack of time - use of social media; partnership with other groups and with individuals; structure of the group.

JCMM
13Sept12