Communications Group Meeting

Facilitator: Joe Dugdale   **Note taker:** Durham Grigg

Attendees: Alan Thompson, Andy Parker, Carole Rogers, David Mulholland, Durham Grigg, Emma Fairbrother, Eric Tilley, Janet Miller, Jen Francis, Joe Dugdale, Lydia Jutton, Mike Bryant, Neil Scowcroft, Nina Lubman

Apologies: Tina Heathcote

Minutes

Agenda item: **First Meeting of TT Communications Group**   **Presenter:** Joe Dugdale

Discussion:

1   A brief introduction was provided regarding the Portas Group TT activities and bids and the subsequent history of meetings leading to the formation of various TT . sub-groups.

   TT met . put in bid . seeking to harness energy from groups in Town . carried on public meetings . agreed a structure for the TOWN TEAM . idea arose out of Portas Review . interested . influential people . take ownership.

2   At some point is intended to create community interest company: . asset lock: . not for private gain.

3   The various sub-Groups in support of the TT Setting up group are:

   - Ideas & Vision Group

   - Communications Group

   - Scrutiny Group (to keep us on track . wont be able to be directors of the CIC)

4   The intention is for this Communications group and other groups to be able to make recommendations to members on the Town Team Board.

5   There is potential for overlap between Setting up group and communications group.

6   The Setting Up Group have requested that the Communications Group take on:

   - internal communications;

   - setting up maintaining website . internet etc. . social networking

   - prepare and make press releases

   - market ideas to outside world = e.g. re BRANDING

   - undertake market research . collate ideas etc.

7   Discussion took place between attendees, sharing ideas about what this Communications Group should be doing.

8   It was considered that the Town Team/Community Interest Company and various support groups, would operate so as to %enhance the prosperity of the town and of the well-being of the community.+

9   Discussion of the recent meeting / presentation by Trevor Osborne and other Crescent Development parties . meeting.   The discussion noted that:

- there was a need for communications to continue to be maintained between the various stakeholders . including HPB and Derbyshire Councils, Trevor Osborne Group, Danubius, and the ±Town Teamq company/sub-groups (Vision & Ideas, Communications, Scrutiny); and

- part of the Communications group strategy and activity would be to show all these stakeholder groups how they might interact with and between each other?

10. Discussion then took place regarding the development of an appropriate website for promoting Buxton - and it was noted that the ±Visit Buxtonqwebsite currently seemed to be the best one available.

11. More detailed discussion then took place concerning practical allocation of tasks and activities for the Communications Group and suggestions were made as follows re activities and tasks . and who was volunteering to engage in each activity/task.

REMIT	WHO?
Research into marketing and branding	Emma, Lydia, David, Jen, Eric (DJG)
Develop the Buxton Town Team Website Buxtontownteam - .org & .org.uk	D Grigg, suggested that the local website / IT company %ruity Group Media+might perhaps be asked if it would be willing to help with creating and supporting a Buxton Town communications/marketing website. Alternatively the existing website with additions might be adequate - Andy P will talk to Dave Golding who set it up.
Design website	Emma . for the town vs website for TT Andy to talk to Dave Golding, Durham to provide Andy with GBBO details.
Managing website	Neil Scowcroft offered to be the co-ordinator for Town Team website communications and ensure for instance that notes of all group meetings were posted.
Town Team Forum? Yes / No / Maybe?	To incorporate into website if possible
Funding	?
Branding . Buxton? Buxton Spa?	Eric / Durham
Internal Communications	Internal emails need to go out from buxtontownteam.org if possible, Janet and Andy to discuss with Dave Golding; a volunteer is still needed to take on the role
PR . PR sub-group??	Lydia and Nina agreed to take this on, and hold a meeting soon; Janet suggested Tina might also be willing to join this sub-group.

12 Eric offered to help with ±brandingqresearch/development for Buxton (given his involvement and experiences with branding activities for Manchester

13. It was suggested that a Workshop(s) . (e.g. ‑What is Buxton?) - Might be run . How should it be presented? . Lydia offered to bring together a stakeholder list . so that such workshop(s) could be run and arranged.

14. It was agreed that there was a need to have a key, simple internal communications system within each of the Vision & Ideas, Communications, Scrutiny groups and between each of the groups to keep us all on track and to gather newsworthy stuff for media / other release?

15. Eric offered to create a letterhead for Town Team communications.

16. TIME SCALES . The meeting agreed that there was a need to set some time-scales for tasks and activities of the Communications group and the following initial action/task listing and timing was agreed.

Action	AUG	SEP	OCT	NOV	DEC
Press Release	(orange)	(orange)	(orange)	(orange)	(orange)
Research	(orange)	(orange)			
Internal Comms	(red)	(red)			
Website	(orange)	(orange)			
Social Media	(red)	(red)	(red)	(red)	(red)
LetterHead for TT	?				

17. The meeting concluded with a discussion about arrangements for the next Communications Group meeting and considered that a ‑Rolling Chair person+ arrangement would be appropriate at this time. The essential requirement was for there to be a good facilitator able to keep the focus on a meeting agenda . and for there to be a person appointed at each meeting to take Minutes of meeting for subsequent dissemination to group attendees / members.

18. It was agreed that the next meeting would take place at 7:30pm on Wednesday 12th September, Jen agreed to ask if we could have a room at the University Dome.

The AGENDA ITEMS for the next meeting would include:

- Feedback from Research

- Feedback regarding a website

- Ideas for internal communications.

A volunteer to act as Chair person for the next group meeting was sought. David Mulholland offered to do so . there being no other volunteer . It was agreed that he would Chair the next meeting.

Discussion occurred regarding the fact that a further ‑Setting Up Group+ meeting would be taking place shortly and that interested persons might still wish to attend that meeting.

D.Grigg (minute taker) was tasked with preparing and sending Minutes of Meeting to Janet Miller for circulation. All agreed that they were happy for emails to be sent between group members open (not blind) copy.

Completion of Meeting:

The meeting was then brought to a completion.