

BuxtonTownTeam

All together, better

Communications Group

Notes of the meeting on 23 January 2013

1. Introductions and apologies

Present: Andy Parker, Eric Tilley, Janet Miller

Observers: Derek Bodey

Apologies: Joe Dugdale, Jen Francis, Emma Fairbrother, Roger Floyd, David Mulholland

2. Notes of previous meeting

a) Approval - Previous minutes for the meeting held on the 12 December were passed as accurate.

b) Matters arising - BTT had recently encountered an embarrassing blunder following some comments which ought to have been deleted from a pdf. This had been attached in an email, and had upset the University of Buxton. Steps had been taken by the Directors to resolve the situation with the University.

Action points: Comms team to establish working procedure

3. Comms team purpose

JM saying that all terms of reference (x4) needed to be finalised, including those for the Comms Team. Previous comments were mentioned - that the Comms Team needed to separate 'internal' from 'external' requirements.

Action points: JM to liaise with EF

4. Ongoing projects report

Christmas crawl – it was mentioned that this had received a very positive response from town traders and was felt to have been a success. Over 50 completed forms had been received and the draw was due to take place at the Green Man Gallery on 24 January.

Spring fair announced - scheduled for Monday 6 May. This was one of the 4 'projects' identified by the Town Team and a budget of £2.5k had been allocated. Additional funding was to be sourced. Route to take in Spring Gardens / The Slopes / Marketplace with pop-up shops, stalls and various attractions along the route. There had been an article published in Pure Buxton before it had been officially approved by the Directors and it was felt that a process needed to be put in place to ensure this didn't happen again.

Action points: Comms team to establish working procedure

5. BTT identity update

Eric has provided the directors and a few other members of the comms group with a set of files containing logotypes, letterhead templates, press release templates, artworks and basic guidelines. This element is now complete.

It was stated that it was now urgent to brand the website following suit and a timescale of 4-6 weeks was suggested. ET saying that he and EF would need to work together and in collusion with AP in order to complete this. It was suggested that photographic material of people in Buxton was required, though stated that this could be harder to source than first imagined.

Action points: ET to source photography and liaise with EF and AP

6. BTT website update

AP presented summary of web hosting quotes. Various implications and costs discussed, though all agreed that Crazy Pages quote looked like the best option.

Action points: Awaiting board approval.

7. Buxton Parish Map

Making progress - ET sourced print quote from Galloways for Joe Dugdale. Joe currently planning a workshop (possibly a Saturday in February) to agree content and briefing. The Green Man Gallery have offered to host this.

Action points: Date TBC / Invite to be drafted.

8. AOB

Membership drive – it was mentioned that Terence Honeyford and Roger had agreed at the last meeting to develop this. No update available.

Visit Buxton website – ET saying that approval to proceed with revamp, and to list (for free) organisations / businesses in Buxton had been given following VB Board meeting. JM offered support to collate details from any interested businesses along the intended route for the Spring fair.

9. Date of next meeting

It was agreed that this would be weds 20 February at 7:30pm. Venue TBC and booked.

ET 31/01/13