

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 12th DECEMBER 2017

Present: Andy Parker, Janet Miller, Matthew Nuttall, Tina Heathcote, Vladimir Antchak (Item 1 only)

Apologies: Joe Dugdale, Lesley Caddy

1. CITY RHYTHMS - PRESENTATION BY VLADIMIR

Presentation of the concept

Vladimir is a lecturer in the Events Management Department of University of Derby. He has written an academic research paper which will shortly be published in the Annals of Tourism Research. He is embarking on further research into 'place experience' and inviting members of Buxton Town Team to take part in this. As well as assisting his research he believes this will contribute to enhancing Buxton for residents and visitors. Tourism is changing in nature as people look for 'experiences' rather than simply to look at things. Vladimir did his PhD in New Zealand, analysing a portfolio of events in three cities, and how these affected the 'distinctive flavour' of a city. Events can make places, as with Edinburgh. His students are testing the concept by interviewing residents and visitors in Buxton, and analysing the town's values and comparative/competitive advantages with a view to creating a 'place experience'. This could feed into developing a tourism strategy for Buxton.

The aim of the new project is to create an experience map for Buxton. He showed an early example of this for Paris, but modern versions exist eg for Malta, using mobile phone technology.

To develop this for Buxton, he is looking for people from the Town Team to:

1. 'drift' around taking photos and recording their feelings in various places
2. take part in a one on one interview
3. take part in a focus group meeting to share experiences and pull it all together

Discussion

Noted that we need a 'clash diary' and better communications so people know what events are taking place, there is more to do than people realise. Noted also that the Carnival and the Festival take place at the same time, although they are very different events, and that there are long gaps between the major events.

It was agreed that this could fit with Town Team objectives, but suggested that we should invite other groups eg BCA to join in as well. Andy will ask Dick if Vladimir can be invited to the next Ideas Meeting on 17th January, to present the idea, run a mini workshop and (hopefully) recruit participants.

It was suggested that inclusion of the Malta app would help people envisage the aim of the project; also that some of the Vox Pops recorded by Andy and Tina might usefully be incorporated.

2. NOTES OF THE LAST MEETING

Notes of the meeting on 16th November were agreed as a true record.

3. GROUP MEMBERSHIP & REMIT

Confirmed that Lesley Caddy will be joining the group in the new year.

4. VOLUNTEER ENGAGEMENT

The date of the meeting was confirmed - Monday 22nd January at 7pm.

General content also confirmed - how to:

- get existing members to be more active
- attract new members who will be active
- develop people who will take on the responsibility of leading projects.

Tina will develop this into a proper agenda and think through the methodology for capturing people's thoughts. Tina will also make arrangements for a room at the Dome, Janet will send a reminder to directors, project leaders and scrutiny group members in the new year.

5. OTHER BUSINESS

Instagram

One of the Spring Fair students had offered to take on the Instagram account and use it to promote Town Team activities. It was agreed this would not be appropriate because it is very specifically a Spring Fair account, and there is doubt as to whether there will be a Spring Fair in 2018. It was suggested that she might be a useful addition to the Comms Group however - Andy will contact her.

6. NEXT MEETINGS

Next meeting confirmed:

10:30am Tuesday 9th January in the Dome.