BUXTON TOWN TEAM   IDEAS AND ACTION MEETING   17 January 2018

PRESENT

Dick Silson (chair)	Dr Vladimir Antchak (speaker)	John Atkins
Tina Heathcote	Suzanne Pearson	Helen Davison
John Moss	Richard Lower	John Robertson
Alyson Phillips	Wendy Jones	Jean Todd
Jean Ball	Simon Fussell	Helen Kendrick
Charlotte Hanrahan	Rosemary Wood	James Wright
Steve Bradshaw	Dr Sarah Rawlinson	

APOLOGIES

R Maclean, J Estruch, P&K Barton, A Thompson, A Brown, J Miller, M Monaghan

Notes of the previous meeting were accepted without amendments.

MATTERS ARISING   There were no matters arising.

PROJECTS

CLOSING REPORTS
The Slopes Care Team has become an ongoing activity. The closing report noted that the targets and objectives in setting it up had been met or surpassed. The results of their work were acknowledged and greatly appreciated.

PROJECT PROPOSALS
Buxton Neighbourhood Plan
The final version of this project proposal was noted as approved by Directors.

PROJECT UPDATES
Spring Fair
A small group from the community has emerged and offered to take on the SF. This is greatly welcomed. Janet Miller is working closely with them to provide the materials and information needed to run the event. Several members indicated they would help with setting up the event.

Market place enhancement
The University has donated £500 towards this project. JM provided a note re the cost estimates obtained for the suggested planters / paving which proved to be prohibitive, at
£ 2500 and £ 7500 respectively.
Suggestions
(i) seeking a volunteer with a workshop who could make wooden planters for us
(ii) talking to metal fabrication businesses over the possibility of metal planters (TH)

Jean Ball identified a number of grants that are available to assist with this kind of project and undertook to send the details to Tina Heathcote.

Interactive Presentation / Workshop

Dr Vladimir Antchak presented his research into the significance that people ascribe to places that they know and value and how that might be captured and expressed in ways to attract more visitors.

For Buxton the key points from the research include:
• Perceptions of residents are not necessarily shared by potential visitors
• Wide disparity between what is claimed and the visitor experience
• Outmoded promotional material is ineffective
• Use of social media argued to be essential to secure future visitors
• Social media promotion has to be interactive and engaging – examples from around the world were presented
• There are significant cost implications, UoD has projects running to create such material

Lively discussion ensued.

Group work   Three groups were each tasked with identifying a few (3-5) words that captured the essence of the town, and required to explain / justify their suggestions. This produced a diversity of approaches and suggestions which were discussed at length.

Vladimir asked for volunteers to "drift" through the town and take photographs that, in their view, express what defines Buxton / the people of Buxton. Reviewing these images and the reasons for choosing them will allow common themes to emerge. These are potential hooks for marketing the town in the future.

Vladimir will approach the group again in the Spring to identify those wanting to take part.
No more than ten are needed.

The presentation raised a lot of questions and stimulated considerable interest in the ideas behind the approach. Several people expressed a willingness to take part.
Vladmir was thanked for his engaging presentation.

Town developments
The proposals by Nestle for the expansion of the bottling plant was noted.
The new hospital / medical complex proposed for the Station Road site was welcomed.

AOB
It was agreed to move the March I&A Meeting scheduled for Thursday 15th to Wed 14th due to room availability.

The Pavilion in the Park Project was not presented due to time constraints.
It will be presented to the February meeting, Tuesday 13th.

Future meeting dates
Feb 13   March 14   April 16   May 15   June 14

DS 18/01/ 2018