

Minutes

Marketing Oldham commissioning meeting

6 May 2009

Lees A room

Present:	Michele Carr (chair)	Oldham Council – economy, skills and place-shaping
	Ian Hughes	Oldham Council – leisure, culture and libraries
	Mary Murphy	Oldham Council – communities unit
	Carol Hopkins	GM Chamber
	Mark Lester	Town centre partnership
	Lilian Barton	Oldham Council – marketing and communications
	Lauren McKay	Oldham Council – marketing and communications
	Dave Catherall	Oldham Partnership
	Karen McCrackle	Oldham Partnership

1 Introduction

The purpose of this meeting was to look at the expressions of interest and decide which we would develop into part of the improving perceptions programme.

The group were informed that the council leader has asked for £25,000 from these funds to be used for promotion of positive activities over the summer, so the available funds for this commission are £175,000

Declarations of interest: Michele Carr/Lilian Barton – Visit Oldham; Michele Carr/Mark Lester – town centre activities; Dave Catherall – previous work with two of the organisations; Ian Hughes – 7 songs part-funded by Ian's dept.

2 Expressions of interest (Eol)

Each EoI was discussed and a decision reached about whether to develop it further.

Manchester Evening News Ltd – No

It was felt this presented potential ways of communicating our activities rather than helping us develop the activities themselves. Didn't present us with any ideas specific to Oldham.

Oldham Chronicle - No

Proposal to be passed to Economy and Enterprise Unit (E&E) to explore if it links with credit crunch war cabinet work

There may already be a business directory; it may be difficult to sustain an up to date directory. It was felt businesses wouldn't buy into the roadshow at the present time.

Visit Oldham development and promotion – Yes

This work was supported because it is a lynchpin of the work to develop a coordinated events programme, and improving the previous site is essential

CCN – No

It was felt there are more cost effective ways to communicate. The system would require significant resources to keep it up to date and useful; these costs are annual, so possibly not sustainable

Pelican PR -No

Will pass to Stuart Goodwin and Gary Wheelhouse (GMP) for possible SSC commission

Oldham Community Champions Awards – No

It was felt we couldn't fund an organisation's staffing. Wouldn't necessarily have a high enough impact to change perceptions and too similar to established Pride in Oldham awards. Suggest to Vision Associates that they talk to Chron re incorporating their ideas

RSPB – Yes

Elements of the RSPB's proposal aren't eligible for this commission (ie, the infrastructure elements) but we would like to develop other parts of the proposal in conjunction with two of the other EoIs.

Town centre events – Yes

The proposal was of the required quality and scale and would take Oldham's offer 'up a gear'. Further discussion as to which elements of the proposal to commission required

Inspired Transformations Ltd - No

The group weren't clear on what was being proposed

Citizens step up project – No

Project not related to this spec; will be passed onto Alison Wells (skills for life coordinator) for her info

Key to the door – No

Not in line with our aims; possible duplication with HMR project

VAO – No

Sustainability of bus idea questioned. Community reporters idea already being progressed in E&E through business case to credit crunch fund

Oldham college – No

Already funded; checking whether this proposal offers anything extra

Oldham community radio - No

Communications ideas in this submission could be reconsidered when we have a programme of work to promote

Root Music – Yes

Supported this proposal –and will discuss possible joint working with Peshkar and RSPB. Investigate costs for outdoor concert/outdoor film screening. Scope to tie in with programme of positive summer activities

Peshkar - Yes

Supported this proposal, and will investigate joint working as above. Again, this overlaps with programme of positive summer activities

ACTION: RSPB, Peshkar and Root Music to be invited to further meeting on 11th May (DC); Mark Handscombe (UCO – Digital media dept) also to be invited (KMc);