

## PORTAS REVIEW PILOTS APPLICATION FORM

Please ensure you fill in ALL sections of this form.

Guidance on completing this form can be found at

[www.communities.gov.uk/publications/regeneration/portaspilotsprospectus](http://www.communities.gov.uk/publications/regeneration/portaspilotsprospectus)

<p><b>SECTION ONE</b> Organisational details</p> <p>The Department will only consider applications from either local partnerships or a consortium with a single lead bidder. This is to ensure clear lines of accountability and communication.</p>		
<p>1.1 Organisation name (in whose name the application is being made . if a partnership/consortium/BID, state the lead)</p>	<p>Vision Buxton whose Objects are "to promote economic development, regeneration, tourism and leisure in Buxton by organising the collaboration of local businesses, interest groups, local authorities and all other interested parties"</p>	
<p>1.2 Contact name and main role</p>	<p>Roddie MacLean</p>	<p>Director</p>
<p>1.3 Address</p>	<p>c/o Pricketts 12 Hardwick Street Buxton SK17 6BN</p>	
<p>1.4 Telephone number (a) organisation (b) contact</p>	<p>(a) 01298 22874</p>	<p>(b) 01298 78276 or 07974 980731</p>
<p>1.5 Email address of contact</p>	<p>pilotgroup@buxtontownteam.org.uk</p>	
<p>1.6 Website address (if any)</p>	<p>http://www.buxtontownteam.org.uk</p>	

<b>SECTION TWO</b> Town Team/Partnership		
2.1 Who will lead the pilot?		
Vision Buxton		
2.2 Who will be the Accountable Body (Please attach a confirmation letter)?		
High Peak Borough Council (HPBC)		
2.3 Please indicate the other partners involved in your application.		
Please add further rows if required		
<b>Organisation name</b>	<b>Organisation address and contact details</b>	<b>Main activities and role</b>
Buxton Against Tesco	c/o Dr Roger Floyd 17 St James Terrace SK17 6HS	Protecting local independent retailers, positively developing the town.
Buxton Civic Association	Pooles Cavern Visitor Centre Green Lane Buxton SK17 9DH contact@buxtoncivicassociation.org.uk	Promote the permanent preservation of land and building of beauty, environmental or historic interest in Buxton
Churches Together in Buxton	c/o Charles Jolly United Reformed Church Hardwick Square East SK17 6PT	Links the churches, co-ordinates mission, aims to serve Buxton
The Buxton Group	c/o Rosswood, Nursery Lane Buxton SK17 6UL davidmorten@talktalk.net	Campaigning to improve the town, especially the built environment
Transition Buxton	c/o Janet Miller 22 West Road Sk17 6HF contact@transitionbuxton.co.uk	Building resilience against the impact of climate change and peak oil
2.4 Please explain how you will ensure information about the use of the grant, decisions made, and outcome of the projects, is made publicly available (maximum 300 words).		
<p>The combined distribution lists (largely on email) of the partner organisations will give us an immediately accessible constituency of well over 1,000 residents. This network has already been used to request input to the bid and communicate progress.</p> <p>The Pilot Group has set up a website at <a href="http://www.buxtontownteam.org.uk">http://www.buxtontownteam.org.uk</a> and will use this, together with Facebook, Linked In and Twitter, to keep the community up to date. We will establish links between the Town Team website and all bid partners' individual websites, Facebook pages etc.</p> <p>In developing the Town Team website further, we aim to incorporate an on-line discussion forum where information, ideas, comment and skills can be shared in real time. We also aspire to develop a virtual 'Main Street' which could incorporate:-</p> <ul style="list-style-type: none"> <li>• information about shops, businesses, entertainments and tourist attractions</li> <li>• links to business websites and the ability to contact them by email</li> <li>• status and potential availability of premises</li> <li>• the ability to reserve space on 'Main Street' for entertaining, trading or campaigning</li> </ul> <p>Our local press are supportive and will publish updates, specific successes and monitoring reports at regular intervals. We have a weekly newspaper (the Buxton Advertiser), a quarterly lifestyle magazine (Pure Buxton) and a number of free news sheets, including one published by HPBC. We will make full use of all these outlets.</p>		

We will also take full advantage of opportunities to communicate through our own High Peak Radio station.

We will use at least one vacant shop to host information boards, and as a base for occasional 'open forum' on-street events. We will also position dedicated Town Team information boards in strategic locations in the town centre.

**2.5 Please explain how you will monitor and evaluate the impact of the grant (maximum 300 words).**

We will carry out an initial evaluation through:

- **Register of vacant premises** - the number of premises, and the percentage of the total, that are currently out of use
- **Clone town measure** - New Economic Foundation scheme which measures the preponderance of independent outlets versus chains, and the diversity of offer
- **Perceptions surveys** - to rate how residents, businesses and visitors perceive different aspects of the town centre environment and trading conditions
- **Consumer availability index** . against a basket of goods how many are available within the town centre
- **Sustainability survey** . measuring movement out of town for shopping, and for what, with the aim of taking steps to reduce the need for out of town trips
- **Footfall** . Measure the movement of people in and around Main Street

This will be followed by monitoring and re-evaluation at six monthly intervals for at least two years; we will report back to the town through the media listed in Section 2.4.

The University of Derby has volunteered to assist in bringing this together as a bespoke impact monitoring and evaluation scheme, which would be a blue print for other towns to adapt to their own location.

In addition to being able to ascertain whether activities have been successful or not, we see ongoing monitoring and reporting as an essential tool to retain the enthusiasm of the community.

SECTION THREE

Criterion One: Mix

Please tick all boxes relevant to your application

**TOWN/AREA NAME:**

Local Authority (name): High Peak Borough Council

Location Type

<input checked="" type="checkbox"/>	Market Town
	New Town
<input checked="" type="checkbox"/>	Rural Town
	Coastal Town
	Village
	Large Town
	Suburban
	Parade
<input checked="" type="checkbox"/>	Other - Historic town, Spa town

Where the following information is easily accessible:

Income (detail can be found on ONS website:

<http://www.ons.gov.uk/ons/search/index.html?newquery=employed+earnings>)

<input checked="" type="checkbox"/>	High employed earnings
	Low employed earnings

## SECTION FOUR

### Criterion Two: Strong Leadership

4.1 Please detail your vision for your high street, and describe how you have begun to secure local support and how you will build on this to make it a reality (maximum 300 words).

We call our vision 'Threading the Necklace'

While this proposal is being led, appropriately, by Vision Buxton, the process has galvanised an unprecedented number and range of individuals and organisations to come together to form a common vision for Buxton, one we can all believe in. This is the first step to making it happen.

Crucial to success is the establishment of the Town Team. This will be a dynamic, inclusive organisation engaging stakeholders from every sector of the community. It will harness skills, expertise and enthusiasm from all quarters as never before. It will combine a business like framework with an informality of approach.

Key to our vision for the town centre is establishing the concept of a coherent 'Main Street'. This one kilometre route will link higher and lower Buxton, our two disjointed and somewhat failing commercial neighbourhoods, threading in our cultural and architectural gems along the way. We will develop, support and encourage interesting and enticing happenings along this route, to enrich the experience of residents and visitors alike. (A map showing the route is appended.)

As well as the geographical linkage, we envisage drawing in those aspects of town life:

- arts and culture
- health and well-being
- outdoor pursuits and adventure

which currently operate almost in isolation from the rest of the town.

We will capitalise on the Crescent and Thermal Spa development, and on the University of Derby's aspiration to establish the Buxton campus as a learning lab for entrepreneurship and education, ensuring benefits extend to the whole town.

We intend to add additional 'sparkle' to Buxton by enhancing the opportunity for small-scale, specialist and start-up businesses.

We will energise and synergise all that is best about Buxton, and bring together a whole which amounts to far more than the sum of its parts.

## SECTION FIVE

### Criterion Three: Commitment

5.1 Please attach any supporting letters (from those organisations and individuals who make up your pilot), detail of proposed match funding, and any other relevant information, including detail of the percentage of landlords and businesses signed up to the pilot (maximum 300 words).

Detail of match funding is included in Section 8, Expenditure.

Letters of support from bid partners are appended.

We have received dozens of letters from local businesses, ranging from sole traders to the Buxton Crescent Hotel & Thermal Spa Co Ltd. Over 100 retailers have signed a petition in support of the formation of a Town Team, and the Portas bid. We approached over 90% of retail businesses on what will become Main Street+and all were supportive . not a single voice of dissent!

We have also received many letters of support from individual residents, including our MP, and these are still coming in. Additionally 125 members of local churches have signed a petition giving reasons why they support the bid.

These written expressions of support are posted on our website .  
[www.buxtontownteam.org.uk/](http://www.buxtontownteam.org.uk/)

Further letters of support and comment have been sent to the Buxton Advertiser, which has given extensive coverage of the bid; letters and tweets are still coming in.

We have also had enthusiastic verbal support at meetings with bodies from Buxton Rotary Club to Derbyshire Constabulary. Wherever we have taken these ideas the consensus has been Thank goodness everyone is now working together with a shared vision for Buxton. At long last!+

The one sector that we have found difficult to reach is commercial landlords. We don't know who they are, and think many of them are not local residents. This has highlighted the need to develop a register, and a means to engage them in the prosperity of the town as a whole.

One exciting realisation, however, is that we have such a wealth of talented and skilled people available in Buxton, who are enthusiastic and committed to turning our vision into reality.

This bid has generated unprecedented levels of support, the town is buzzing with excitement.

## SECTION SIX

### Criterion Four: Potential for improvement

We will be awarding funding on a value for money basis. It is important, therefore, that your bid can demonstrate the potential for improvement in your area.

6.1 Please set out what you consider to be the key challenges facing your high street (including current vacancy rates) and why your high street has the potential to improve (maximum 300 words).

Buxton is great, but it is in decline.

The time is right. There is no doubt that the rate of decline is accelerating, with businesses closing on a weekly basis. The vacancy rate is over 10% and rising. Meanwhile there are huge opportunities arising from the University's aspirations and the long-awaited development of the Crescent and Spa. It is time for the people of Buxton to take control of their own destiny.

The support is right. For the first time ever people with previously divergent viewpoints are really committed and willing to work together to improve their town and secure its future.

The vision is right. In the past, there have been many ideas mooted and implemented piecemeal, for parts of the town or particular sectors. This vision is the first one that has considered the town as a single entity.

The town centre is currently divided and dishevelled and the diversity of retail offer is poor. We will turn it into a single rewarding place to be, strung through with interest, activity and community. Our Main Street will encourage local people to use more of what is already on offer and visitors to venture into every part of the town centre, regardless of the initial reason for their visit, driving up footfall.

Empty premises are lost opportunities. We will start to establish a detailed knowledge of ownerships and coordinate their use, or failing that use frontages to promote other aspects of the town. We will reach agreement on the best use of the shared street space.

Our Market is dwindling. We will engage with regional and national initiatives to support the sector. Through the Enterprise Allowance scheme we will help individuals wishing to establish their own businesses.

We have a very real, community wide, passion to be the best we can be.

## SECTION SEVEN

### Criterion Five: Innovation

7.1 Please set out how you will test the Town Team approach, what your priorities are likely to be, and whether there are particular recommendations in the Portas Review you want to test. We are particularly looking for innovative ideas (maximum 300 words).

Deceptively simple, the concept of a single ~~A~~Main Street linking the town is new.

To ~~A~~thread the Necklace properly, we need a comprehensive, contemporary way-finding and interpretation scheme. £20,000 is allocated to the scoping stage, without which we will not be in a position to approach sponsors and funders for the other substantial monies that will be required. In the meantime we will establish the concept by a public information campaign, a shop local scheme, improved mapping and temporary way-marking.

To raise the ~~A~~Main Street profile, we will extend the opportunity for street musicians, theatre performances, other entertainment and street trading by providing designated spaces along its length.

In 12 months' time we will consolidate the idea by giving over the whole of ~~A~~Main Street to a one day street party - the Spring Fair. This celebration will confirm ~~A~~Main Street in public consciousness, with something happening from end to end - games, entertainment, street theatre, music, dance, stalls and displays, eating and drinking and every aspect of community life.

We will create an ~~A~~ugmented Reality interpretative tour of the town; smart phone downloads which seamlessly merge action into a given scene. This exciting technology has the potential to present everything from a Centurion explaining the town's Roman origins through to the Italian Restaurateur introducing his excellent Carbonara!

The University has ambitions to pioneer real world learning by working with the town through tour guiding, events management and outdoor activity leadership. There is potential for graduates to ~~A~~ledge from their proposed incubator business hub into the wider community. For our part we will we act as broker between landlords and anyone wanting to establish or experiment with a business, whether traditional retail, outdoor adventure or cutting-edge.

'Main Street' will be a space where our hidden innovators can emerge and flourish.

## SECTION EIGHT

### Expenditure

8.1 Please set out how you much you are bidding for, (maximum £100,000), and how you propose to use it. Please explain how the pilot will be innovative and deliver additional impact. Please also provide detail of other Government funding your partnership currently receives (maximum 300 words).

We are bidding for £95,000, to be invested over a two year period. We recognise that the added value of becoming a Portas Pilot Town is immeasurable.

Item	Description	Portas Funding	Match Funding
Town Team	Establishment; liaison with HPBC; general administration expenses; evaluation and monitoring.	£ 8,000	£ 8,000 (note 1)  (note 2)
Establishing Main Streetgas a concept	Public information; shop local campaign; community engagement; town maps; temporary way-finding.	£12,000	£12,000 (note 3)
Revitalising empty business space	Initiate register of landlords; liaise with them, agents and potential businesses, to co-ordinate utilisation of empty premises; retail investment campaign	£15,000	£15,000 (note 1)
'Main Street' Launch Party	Spring 2013 all town street party to confirm the main street experience	£20,000	(note 4)
Augmented reality tour	Interpretive tour using smart phones	£10,000	(note 2)
Enterprise allowance scheme	Funding to put 25 people through business support training with market trading opportunities	£10,000	
Shop front improvements	Grant funding to improve the visual impact of 'Main Street' businesses		£40,000 (note 1)
Way-finding scheme	Scoping works towards comprehensive, contemporary way-marking and interpretation	£20,000	
Totals		£95,000	£75,000 secured to date

Note 1 High Peak Borough Council funding

Note 2 Supported in kind by the University of Derby

Note 3 Sponsorship from local businesses, underwritten by Vision Buxton

Note 4 There will be a high value of additional 'in kind' support

We believe there are considerable further opportunities for additional matched funding, as well as unquantifiable 'in kind' support.

## VIDEO SUBMISSION

Please upload your video to YouTube ([www.youtube.com](http://www.youtube.com)).

If you do not already have an account you will need to go to the website and use the %Create Account+option.

Please include the URL (link) below. You should not include the video itself with your application.

Video link: <http://www.youtube.com/watch?v=-VKCsRmP7n0>