

# Buxton Town Team

## Ideas and Vision Group

NOTES of the workshop considering Encouraging Local Shopping on 9<sup>th</sup> August 2012

1. Is this a potential project: On the basis of the discussion it was decided that this was potentially a project. Some work is currently being undertaken by Neil Scowcroft coordinating a Shop Local scheme.

2. What are the obstacles to Shopping locally: It was felt that there were lots of obstacles to “local shopping”. These related either to the state of the public realm or relating to the retail availability:

- Traffic – its not pedestrian, messy, uncomfortable
- loading/unloading before 08.00 – closing off the space physically
- Accessibility in terms of parking and enforcement are well documented concerns
- Does Buxton sell what Buxton people want i.e. there is no fishmonger, grocer etc on the High St.
- Do we know what Buxton people want? – market research undertaken
- Assumed that “boutique” shops are the answer however demographic wouldn’t necessarily warrant it.

3. Impact: It was decided on the basis of anecdotal figures (everyone in Buxton spending £5 locally weekly amounting to £4.5 million within the local economy) that the impact would be significant

4. Next Steps: Following discussion it was decided that potential main partners for any future project would be: (a) HPBC – some work is currently underway but we were not able to establish the nature of what has been achieved fully and (b) Buxton Traders – Neil Scowcroft is currently undertaking some work on behalf of Buxton Traders in limited conjunction with HPBC.

Currently signed up to the project are: Music and more, Mini Bugs Boutique, One small step, Eco Republic, Flowers 4U, Clowes Chemist, Chippy’s Plaice and Cornerstone. 4 more retailers are to be identified.

In addition to the above it was felt that Local Press would need to be on board in order for any local campaign to be effective.

5. Time line: This was not definitively established. Work is underway now and while it was initially thought that November would give access to the “Totally Locally” project subsequent discussion put paid to this as while this is already live in Leek and Matlock it is not thought to be rolling out further as the originators do not want to dilute it. Representative from the HPBC felt that the “Totally Locally” principles would be easy to access and replicate.

Further work needs to be done to understand what is currently happening and how the town team can get involved.

6. Next steps: This was not definitively established although the above would indicate that Neil Scowcroft’s current actions being undertaken on behalf of Buxton Traders would help to frame subsequent actions and some more understanding of “where we are now” in terms of other work being undertaken by HPBC.