

**BUXTON TOWN TEAM  
PROJECT PROPOSAL FORM**

**1. Name of Project: Buxton Spa Prize**

**2. Brief Description:**

An open air (en plein air) art competition that will celebrate the town's unique culture, natural beauty and heritage whilst building on the already established visual arts presence.

**3. Aims:**

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)  
Promote Buxton as an artistic centre of excellence with artists visiting throughout the year.  
Expand the Festival season in the town and further boost the economy.  
Provide artists with a wonderful visit and the added incentive to exhibit and sell their work.  
Encourage visitors to see a wide range of art throughout the town.

**4. Detail of what is involved:**

(The more detail you can give the less chance of queries and consequent delay)  
Promote event through local and national media, art magazines and festival promotions.  
Set up a website and social media links for visitors and artists, link with Buxton/Peak District sites.  
Print and distribute leaflets and posters to advertise the event and a map of venues.  
Artists will draw lots to select their painting spot, and for a secondary fee can select their own view.  
Substantial prizes will be on offer provided by business sponsorship.  
Fundraising will also include Arts Council applications and Trusts.  
Judges to be invited from the art world and among local celebrities.  
An exhibition of selected work for sale will run throughout September showing off Buxton's unique character.

**5. Alternatives Considered:**

(If there were other ways of going about the project, why did you reject those and choose this?)  
We have considered the 'Bath Prize' format, and hope to improve on this, it is a new venture and we are open to suggestions from local people.

**6. Timescale:**

(Specify start date, completion date and any particularly important dates along the way)  
PR launch reception set for 27<sup>th</sup> June 2013  
Publicity to run over summer/autumn 2013 and into following year  
Website launch early April  
Spring 2014 accept entries, locations confirmed.  
June is month allocated for painting outdoors around the town, artists can return as often as wanted.  
Competition closes end of August with judging early September  
Buxton Spa Prize exhibition runs for last 3 weeks in September; open to public and art for sale.

**7. Expenditure:**

(Give full breakdown of estimated costs, whether firm quotations or level of accuracy; indicate timing)  
As we are not asking for any financial backing from the Town Team, we do not see this as relevant.

**8. Income:**

(Is there any scope for generating revenue for the Town team, if so please specify)  
If a profit is made, the organisers would like to make a contribution to the Town Team to provide art opportunities for young people in the town.

**9. Other Organisations:**

(If this is a joint project, what other organisations are involved and how?)  
Other organisations will be involved with sponsorship and advertising.  
If the Town Team can advise on any association link with other establishments in the community, we would appreciate your advice.

