

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Independent Christmas Shopping Crawl 2013

2. Brief Description:

Independent retailers will each contribute to a prize fund. Shoppers need to visit all of them to get a sticker from each. Completed maps will be entered into a prize draw.

3. Aims:

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)

Support for independent businesses by:

1. introducing potential new customers to their stores
2. specific publicity by advertising their names and locations
3. general publicity about why independent stores are good for the local economy
4. start to stimulate environment for introduction of shop local loyalty scheme
5. team building for organisers, with view to introducing a shop local scheme in Spring

4. Detail of what is involved:

(The more detail you can give the less chance of queries and consequent delay)

This is being done as part of a national scheme, albeit with a variation to the entry requirements, and the design of the publicity materials is available for free. Only independent businesses can take part, but they can be shops, restaurants or other.

Each business will contribute a minimum of £40 value to the Prize Pot - at least £10 must be in cash, the rest can be vouchers, but these must not be conditional on additional spend. We will recruit 30 which will be marked on a map, together with their name and contact details.

We will print 4,000 copies of the map which will be available for free in the shops, tourist information centres and other venues. The map will also be available for download from the Visit Buxton website, and linked to any other websites which agree to do so. Posters will also be put up around the town, and the crawl will be covered by the Buxton Advertiser, Pure Buxton and High Peak Radio. Additional publicity through well-known Buxton faces will be investigated.

Crawlers must visit each business to collect a sticker on their map, no purchase is necessary. Completed maps will be entered into a draw, the winner will receive £1,000 worth of cash and vouchers. The University of Derby and the Cavendish Arcade are being asked to contribute towards two runner-up prizes.

5. Alternatives Considered:

(If there were other ways of going about the project, why did you reject those and choose this?)

This year's national scheme allows more retailers to take part, but only requires participants to visit 10 of them. We do not think this is appropriate and have agreed with the national organisers that we can operate the same rules as last year.

6. Timescale:

(Specify start date, completion date and any particularly important dates along the way)

October - sign up to the national scheme (rule change confirmed 8th November)

1st November - deadline for businesses to sign up

Week commencing 18th November - printed maps available, and crawling can begin

22nd November - official launch at the Buxton Winter Lights Celebration and Green Man Gallery party

5th January - last date for entering maps into the draw

Week commencing 6th January - completed forms will be collected in

Week commencing 13th January - prize draw and winners contacted

Week commencing 27th January - prize presentation event and announcement of the winners

7. Expenditure:

(Give full breakdown of estimated costs, whether firm quotations or level of accuracy; indicate timing)

Printing 5,000 maps	£320	firm quote from Galloways, HPBC have agreed to fund this
Posters	£ 26	firm quote from Galloways
Printing 3,000 stickers	£ 16	firm quote discounted via national scheme
Prize presentation event	£200	+/- 20%, we expect this to be funded through donations in kind

8. Income:

(Is there any scope for generating revenue for the Town team, if so please specify)

Income from participants will be at least £1,200 (cash and vouchers), which will cover the first prize and go some way towards the runners up. It is possible a small surplus might be generated that could be put towards other related projects.

9. Other Organisations:

(If this is a joint project, what other organisations are involved and how?)

No other organisations are involved in running the project. HPBC and M&B Studios, and hopefully the University, the Green Man Gallery and the Cavendish Arcade, will be providing funding or in kind support.

10. Funding offered from elsewhere:

(If other organisations are willing to contribute - how much, what for, any provisos?)

HPBC - the cost of printing the maps - £320

M&B Studios - doing map artwork for free

the proviso is that we include the above in printed material (maps, posters, banners, etc)

11. Project Team Leader: Neil M Scowcroft

(The leader is responsible for delivering the project on time and within budget, and for regular progress reporting)

12. Other Project Team Members:

(List everyone who is working on this project, and their specific role if any)

Rachael Hoodith (Mini Bugs Boutique) - Cavendish Arcade & The Quadrant

Claire Hoodith (Mini Bugs Boutique) - Cavendish Arcade & The Quadrant

Nichola Sargeant (One Small Step) - Market Place, Hall Bank & Terrace Road

Marie Cooper (Everythings Rosy) - Spring Gardens

Zoe Keeling (Muzik & More) - Market Place & Market Street

Abbie Allott (DNA Custom Kit) - Market Place & Market Street

Sonia Alexis (SpaBox) - Spring Gardens

13. Skills Check:

(Refer to Appendix. List all the skills this project will need and indicate who on the team has them)

Press releases - Rachael Hoodith

Radio interviews - Zoe Keeling

Social media - Nichola Sargeant

Graphic design - Neil M Scowcroft & Sonia Alexis working with M&B and Galloways

Cost Control, negotiating skills - Marie Cooper

Good links with Retailers, Pub, Café, Restaurant Owners - all of the team in their respective areas

14. Success Criteria:

(How will you measure the success of the project?)

30 participating businesses

Good local press and social media coverage

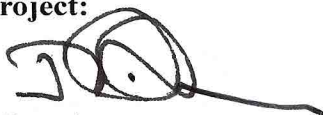
More than 50 completed entries

15. Any other Relevant Information:

This is a repeat of last year's successful Christmas Crawl, which also involved 30 participating businesses, and saw several hundred people start the Crawl, with 28 managing to complete it and return their entries for the draw. While Buxton Town Team underwrote the project, in the event it generated a surplus of £90.

Adopted as a Town Team Project:

Signed by



On behalf of the Town Team Board

Agreed Budget: £ 50

but aim to spend less

Date:

11 November '13