

**BUXTON TOWN TEAM  
PROJECT PROPOSAL FORM**

**1. Name of Project:** Christmas Shopping Crawl 2012

**2. Brief Description:**

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

**3. Aims:**

(Specify exactly what the project is intended to achieve)

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

**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, with much of the publicity materials 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 need at least 25 businesses, but aim to recruit 30 if possible. The businesses will be marked on a map, together with their name and contact details. We will print 5,000 copies of the map which will be available for free in the shops and at Tourist Information. The map will also be available for download from the Visit Buxton website. Posters will also be put up around the town, and the crawl will be covered by the Buxton Advertiser, Pure magazine and hopefully High Peak Radio. Additional publicity through well-known Buxton faces will be investigated. Crawlers must visit each business to collect a stamp 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. We will approach other entities (eg University of Derby and Cavendish Arcade) for additional contributions that could go towards a runner-up prize.

**5. Alternatives Considered:**

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

This is part of a national scheme, operated by Independent Retail Champion, Clare Rayner; no alternatives have been considered.

**6. Expenditure:**

(Give full breakdown of estimated costs and level of accuracy - indicate where you have firm quotations)

|                              |      |                                                          |
|------------------------------|------|----------------------------------------------------------|
| Printing 5,000 maps          | £355 | (firm quote, HPBC funded)                                |
| Ad in Pure Buxton            | £100 | (firm quote, discounted from £175, Vision Buxton funded) |
| Large A1 posters and banners | £150 | (firm quote, discounted from £203, Vision Buxton funded) |
| Prize presentation event     | £500 | (+/- 20%, hopefully funded through donations in kind)    |

**7. Income:**

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

No

**8. Funding offered from elsewhere:**

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

HPBC - the cost of printing the maps - £355

Vision Buxton - £250 for promotion (Pure advert, posters and banner)

Independent Retail Champion - provision of 60 A4 posters

FreshPark Creative - doing map artwork for free

