

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: THE GREEN MAN GALLERY

2. Brief Description:

Set up a pop-up gallery and artistic incubator for Buxton based artisans, to be located in the now vacant Alexander's of Buxton premises at 55 High Street (Five Ways Junction).

3. Aims:

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

- Establish a pop-up shop to make use of empty retail space
- Provide a home for, and nurture, the town's artistic culture
- Act as a pilot project for further similar projects in the town

4. Detail of what is involved:

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

There is space within the premises for a retail gallery on the ground floor, community space on the first floor and workshop and studio space on the top floor, as well as space for non-members to exhibit their work. The gallery will be open for 7 days a week and staffed at all times by at least two members.

The space is offered rent free for a 12 month period, with a review after 6 months. The form of the lease will be as developed by the DCLG Meanwhile Project to encourage the use of empty retail premises by occupiers who will contribute to town centre vitality but cannot afford normal commercial rent.

Artists will pay a membership fee provisionally set at £10 each per week, to cover overheads of £2000 per year rates, utilities estimated at £200 per month, and consumables. They will also pay a 20% commission on sales for contingencies. Business mentoring will be made available with the intention that this will become a permanent home if sales grow sufficiently to cover a commercial level of rent.

As an additional promotion, works by Green Man Gallery artists will be displayed in other empty retail premises, as well as hotels, restaurants, educational establishments and local businesses.

Buxton Town Team has been asked to sign the lease on behalf of the members.

5. Alternatives Considered:

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

Alternative venues considered:

- Unit 8 in Spring Gardens Precinct - this ran into problems and the offer was eventually withdrawn
- The café upstairs in the Cavendish Arcade - considered, but the rent sought was too high

6. Timescale:

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

Friday 23rd November - Gallery opened for a preview to coincide with Christmas Lights Switch-on

Friday 7th December - Gallery opened for stake-holders

Saturday 8th December - official launch event

January - Launch workshops and invite more members from the Amber Room

Thursday 24th January – prize presentation for Buxton Independent Xmas Shopping Crawl

June 2013 - 6 monthly review of lease - renew (or not)

December 2013 - 12 monthly review - project becomes self-sufficient (or not)

January 2014 - Gallery members take on direct responsibility for the lease

7. Expenditure:

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

A spreadsheet of projected sales and expenditure has been drawn up and agreed with Alan Thompson. This indicates that projected income will cover anticipated expenditure, and a financial contribution from Buxton Town Team should not be needed. An agreement is in place regarding monitoring of costs, to ensure that, if plans are not met, the level of financial liability on Buxton Town Team is kept to a minimum.

8. Income:

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

None identified.

