

## **PROJECT REPORT - BUXTON SPRING FAIR 6<sup>TH</sup> MAY 2013**

### **1. OVERVIEW**

The aim of the Buxton Spring Fair was to fill the whole of 'Main Street' with a mix of stalls and entertainment, to consolidate the idea of one 'Main Street', promote what Buxton has to offer to residents and visitors and generate a positive, optimistic feeling about the town. The project very largely achieved its aims and objectives, in some cases surpassed them. Where there were failings they were due to trying to run the event with too few people in too short a time - the team had to concentrate on the essentials. There were also delays and difficulties caused through unfamiliarity with local authority procedures and not knowing the best people to make things happen, this side of things will be much easier a second time.

There is no doubt that there is a demand for the event to become an annual one, and there would be great disappointment if Buxton Town Team failed to deliver this.

### **2. DETAIL OF WHAT TOOK PLACE**

#### **2.1 Stallholders**

In total we had 115 stallholders registered, of these 3 failed to turn up on the day. There was a good mix of different types of stall. Around 40% were not for profit entities (the University, clubs, charities, campaign groups and so on), the majority of the others were small traders (a significant number of arts and crafts businesses, but also jewellery, furniture, sweets, food, clothing) with a handful of larger businesses (including two building companies). 'Have a go' activities included a climbing wall, football, bushcraft (fire-lighting), rope-climbing and a canoe on a frame, as well as animal-petting, puppet-making and other children's activities.

#### **2.2 Shop-front Businesses**

Most of the shops in the area of the fair were open, a number of them would not have been had it not been for the Fair. Fewer of them than we had hoped did anything different or extended their frontage, but a small number had special promotions, held raffles for chosen charities or dressed up.

#### **2.3 Entertainment**

There was a timetabled programme of entertainment in four separate locations (Bath Rd junction, Town Hall Front, Turner Memorial and Hardwick Street) with a good variety of music, dance, street theatre and spoken word. A total of 25 groups took part, with other individuals taking spare slots during the day, and a number of buskers around the town.

#### **2.4 Other Events**

**Treasure Trail:** A Treasure Trail quiz was organised, with only 10 questions that could only be answered by visiting the full length of the Fair. Treasure Trail sheets could be picked up at four outlets, ten completed sheets were handed in at the end of the day. The winner of the draw won a half day at Oaklands Manor followed by a half day Masterchef class for the family, courtesy of the University.

**'Beautify an Ugly Shop' project:** A fairly impromptu children's art competition was held outside an empty shop (previously Millets) and proved very popular, between twenty and thirty pictures of Spring were produced, Caitlin Bisknell acted as judge, Marks & Spencer donated a hamper of prizes.

#### **2.5 Attendance**

Attendance exceeded our expectations, with throngs of people crowded into the Town; a number of people have stated that it was busier even than on Carnival Day, but this is difficult to compare because of the different area covered. Stories abound of long queues to get into town on several of the major roads, of buses and trains being packed and of people failing to find anywhere to park, even of people trying and failing to find accommodation in the town, though these claims are uncorroborated. Lack of parking is of course a negative point; while we did arrange additional parking for the public at the

University Dome, this fact was not advertised as well as it should have been, and may in any case have been inadequate.

## **2.6 Marshaling**

A team of 30 people were involved in marshaling the Fair on the day, which was tight, especially as most had to be deployed at the busy setting up period between 8am and 10am; the team during the rest of the day was minimal, and only a very few people were available to help clearing up at the end of the day. We were given good support from the Rotary Club, who cancelled their own stall in favour of helping out, and we relied heavily on students from the University, and other non-Town Team individuals.

## **3. ASSESSMENT AGAINST AGREED SUCCESS CRITERIA**

### **3.1 We recruit enough stalls and entertainments to fill the length of 'Main Street'**

Achieved - while there were a few gaps (there is a long stretch of the High Street where the pavement is too narrow to do very much), the general impression was of the fair stretching from the end of Spring Gardens right through to the London Road lights. Inevitably the central area was busiest, but this was mitigated by the fact that a lot of people walked in to town from one end or the other.

### **3.2 The mix includes traders, community groups, artists, musicians and other entertainment**

Achieved - all of these and more were present.

### **3.3 The project is delivered on time and within budget**

Achieved - the Fair took place on the planned day and costs were well under budget, in fact thanks to support from the Waitrose Community Fund we generated a small surplus. Full details are included in Appendix 1.

### **3.4 The event is covered in all local media outlets, including radio and TV**

Mostly achieved - we didn't get on the telly. However we did achieve media coverage as follows:

Pure Buxton - major articles in the January and March editions, a follow up feature promised for May.

Buxton Advertiser - a couple of minor articles, a two page spread the Thursday before the Fair, which included the Fair Map, and front page coverage with an additional page inside on the Thursday after.

Other local press - The same photos and stories were covered in part by other papers in the group including the High Peak Courier, Bakewell Today and the Derbyshire Times.

High Peak Radio - three interviews given, with good coverage in the 6 weeks prior to the event.

Radio Derby - live interview given at 9:30 on the morning of the fair.

Canalside Radio - serves Macclesfield and Bollington, also gave us extensive coverage.

Visit Buxton Website - gave us front page coverage leading up to the event, and a front page congratulatory notice for a few days afterwards.

Visit Peak District Website - we were listed, under Buxton events, but it was quite hard to find, and very short.

Other websites - many participants and shops in the town have promoted it via their own websites, it also featured on [buxtonpeople.co.uk](http://buxtonpeople.co.uk), [artsderbyshire.co.uk](http://artsderbyshire.co.uk), [offwhere.co.uk](http://offwhere.co.uk) and others.

Facebook - we finally managed to set up a Buxton Town Team Facebook page three weeks prior to the event, this proved a very effective way of getting the message out, with over 2,900 people invited to the event by their friends in the weeks immediately prior and, and the 'reach' in the week ending 8<sup>th</sup> May at 3,358. At time of writing, the number of people who 'like' Buxton Town Team is 111.

Twitter - again set up very belatedly, only eight days before the event, but managed to produce 28 tweets and attract 90 followers in that time.

### **3.5 Evaluation from attendees is positive, there is demand for it to be an annual event**

Achieved - feedback from participants and attendees has been overwhelmingly positive. A summary of feedback forms completed by participants and shops in the area is given in Appendix 2 (separate spreadsheet), and a listing of comments posted on Facebook and emailed to us direct are given in Appendix 3. A small number of shops have made negative comments, relating to the positioning of stalls outside their shops, and to the effect of loss of parking; most of these however were made before the event, amid much scepticism as to whether the event would make any difference to the number of people in the town.

### **3.6 At least 50 new Town Team members are signed up**

Not achieved - only 9 new members were signed up on the day. Awareness of the existence of Buxton Town Team, however, is very much higher than it was, a large number of the feedback forms indicated that participants would consider joining the town team at some stage, and a few individuals have been in

contact asking how they can get involved. A follow-up recruitment drive could undoubtedly garner a large number of new members.

#### **4. FURTHER BENEFITS**

In addition to the anticipated benefits of the project as listed above, the project has delivered:

Boost to the Town Economy - as well as the successful day's trading by the stall-holders, almost all of whom live in the town, a number of shop owners in the fair area also reported 'record sales'. The news-splash in the Advertiser window read 'Spring Fair Boosts Buxton's Economy'. Even if this is exaggerated, it is good for the reputation of the Town Team to have it reported that way.

Small Trader Contacts - A large number of stall-holders were crafts people and small businesses with products to sell but no retail outlet for them. They could well be interested in joining an Incubator Unit, an occasional market scheme or even eventually in taking space in an indoor market; having made contact with them could therefore very usefully feed into other Town Team projects.

Credibility of Buxton Town Team - The event must have boosted the credibility of Buxton Town Team, and demonstrated how much the community can achieve if it is willing to work together. It also seems that our strapline 'All together, better' has some resonance, because a number of people in their feedback have alluded to 'the community all together', 'all together definitely better', 'getting Buxton to work together' and similar.

#### **5. LEARNING POINTS FOR THE FUTURE**

A full discussion on what went well and what could be done better next time is included as Appendix 4. Key learning point however are:

- we need to start earlier and have more people on the team, committed to seeing things through
- recruiting participants and gaining awareness of the event will be easier next time
- all the above will mean leaflets and entertainments programme can be made available sooner
- availability of the pump house roof for bands will resolve a lot of issues
- amplification is needed at all the entertainments venues, not just the main ones
- we need someone to take specific responsibility for visitor access and parking
- lack of public toilets in the town centre is a real problem that needs addressing

#### **6. FURTHER THOUGHTS**

It is likely that the Buxton Spring Fair as an annual event will become much bigger over time, and once the Crescent development is complete, the original L shaped 'Main Street' could become a T shape, and incorporate the Pavilion Gardens. To do this too soon, and risk the focus (and control) of the Fair migrating in that direction would be counter-productive, but it should be considered as a long term aim.

## APPENDIX 1 - COSTS

EXPENDITURE			INCOME			
	Budget	Actual		Budget	Actual	
Road Closures	£300	-	(1)	Participants Fees	£1,500	£1,235.00
Events License	£75	-		Parking Fees	£200	£125.00
PPL & PRS	£350	£75.60		Electricity Fees	£300	£35.00
First Aid Cover	£200	£556.80?	(2)	Insurance Add-ons	-	£340.00
Insurance	£650	£805.00		Waitrose Fund		£526.00
Barrier Hire	£500	-				
Equipment Hire	£450	-				
Electricity	£300	-				
Steward Identification	£300	-				
Stationary etc	£250	£107.97	(3)			
Leaflet Printing	£700	£440.00				
Banners		£63.01				
<b>Total</b>	<b>£4,075</b>	<b>£2,020.18</b>		<b>Total</b>	<b>£2,000</b>	<b>£2,261.00</b>
Net Expenditure	£2,075			<b>Surplus</b>		<b>£240.82</b>

(1) £40 owing on fees and insurance add-ons

(2) First Aid Cover tbc - may be less

(3) Stationary etc - Roddie and Janet, possible there may be more in expense claims

### Other Sponsorship and Support

HPBC waived all their normal events and licensing fees, did not charge for electricity, absorbed the loss of revenue from parking and loaned us equipment; Buxton Well Dressing Festival loaned Road Closure signs and No Waiting cones; Vinci Construction loaned us the road barriers and provided an electric supply for the Crescent bands; Everything's Rosie and Charlotte's Chocolates also provided electrical supply points; Nash Industrial Services as well as paying a hefty premium for their stall, loaned a set of hi-viz jackets and deployed their road-sweeper around the town; Specsavers bought us a pop-up gazebo; Buxton Round Table loaned us two small marquees; the Methodist Church loaned us electrical cables and connections and some tables; St Ann's Church and the United Reformed Church loaned us tables and chairs; the Old Hall Hotel and the University of Derby loaned us cable covers; the University also provided meeting and work space and a fair amount of printing, as well as allowing the use of their car park by the public on the day; John McGrother and George Thorpe loaned the equipment for the sound amplification; High Peak Carpets gave us offcuts to use in constructing home-made cable covers; Andy Howe Property allowed us the use of the car park next to the Lighthouse for trader parking.

### Assets Acquired:

The Town Team now owns a 3m x 6m pop up gazebo; a 2.8m long Buxton Town Team banner; four Buxton Spring Fair banners - all of which can be used for future Spring Fairs and other occasions.

## APPENDIX 2 - SUMMARY OF FEEDBACK FROM PARTICIPANTS

See separate spreadsheet.

## APPENDIX 3 - COMMENTS FROM FACEBOOK AND EMAILED TO US DIRECTLY

### COMMENTS FROM THE BUXTON TOWN TEAM FACEBOOK PAGES

[Sarah Pixiebelle Ford](#) What an awesome day today :D lovely stalls, lovely people, great vibes through out the entire day. So the next one is when??.... Really though, thank you for letting [Roman Gawel](#) and I being a part of it. Truly was spectacular today!!!

[Karen Quinn](#) it was a brilliant day .....well done all! !

[Green Pavilion](#) Truly it was a spectacular day. Well done to all the hard working organisers

[Amy Broadbent](#) Had a great day, thank you for all your hard work organising, it was so nice to see buxton so busy with people enjoying the town, loved loved loved it, cant wait to see all your photographs from today

[Margaret Newman](#) What a day. Thank you x

[Neil M Scowcroft](#) Thanks for a great Spring Fair :D

[Collette Nadin](#) Just a massive thank you for the organising of such an amazing day! JUST WHAT BUXTON NEEDED

[Jane Lindsay Lisser](#) Well done Buxton Town Team, stallholders and other participants you created a fabulous day, something for everyone, Buxton has been buzzing. So nice to see, everywhere you went, Market, Spring Gardens, Pavilion Gardens, The Crescent, The Slopes lots of people supporting all your hard work. Once again well done to all and thank you.

[Tim Ball](#) Just overheard in Spring Gardens: "I've never seen it this full on a bank holiday"

"I know, you can hardly bloody move!"

[Atticusboo](#) Congratulations - Buxton was buzzing today - so lovely to see and everyone had a fabulous day.

[Rachel Clarke](#) What a fabulous day was had by all ! well done town team Xx well done buxtonians together is absolutely better!

[Andrew Parker](#) thank you to the Town Team for putting in so much effort to organise such a good event. It was great to see the town buzzing with so many people.

[Alison Broady](#) hear hear - I absolutely agree - it was an amazing day and so wonderful to see all the good folks of Buxton out on the streets and having fun - well done Town Team - can we do it all again next year please

[Valerie Brindley](#) im going with my family, we have to support these fairs etc and try to bring buxton back to how it was. these people are trying their best, lets do our bit x

[Anne Hall](#) It was amazing!

[Bev Jones](#) Just to say a massive, massive thank you for organising a fantastic Spring Fair In the three years I've been trading in Buxton, I have never witnessed anything quite like it. It was an amazing day and you should be very proud of yourselves Long may it continue.

Thanks again & best wishes, Bev Jones - Owner, Charlotte's Chocolates

[Pauline Price](#) Well Done to the Pupils of the Phoenix Stage School. Absolutely amazing performances at the Buxton Spring Fair. So proud!

[Claire Belkadi](#) Awesome turn out to the Buxton fair and to our zumba workshop at 12:40! Thank you to everyone who cheered us up and those who made this event possible! Don't forget our new Zumba fitness class starting 14th May at the Burbage Institute - 8pm every Tuesday. X · with [Maria Hudson Zin](#) at [Buxton, Derbyshire](#).

[Jane Parker](#) Well done to everyone for today. Its been a wonderful day for buxton!

[Nigel Sproson](#) My wife and I came to Buxton today for the spring fair and we both thoroughly enjoyed ourselves in the scorching sunshine, congratulations for a fantastic fair. There were some wonderful stalls in the pavilion very tempting to spend a fortune.

[Liz Lower](#) Congratulations to everyone involved with today's event. Such a great feeling in town. So good to see it so busy. More please!

[Pauline Townsend](#) Well done to all who helped organise the fantastic Spring Fair in Buxton today. Never seen the town so busy, even on Carnival Day. A huge success, many thanks.

[Joanne Reay](#) Had a fantastic day today. Thanks Buxton town team for organising.

[Simon Moorhouse](#) Wonderful day. Town rammed. Well done for organising such a great event

[Lucy Wainwright](#) That was a truly excellent event. Really interesting info stalls, fabulous small traders, brilliant things to see and do. And the WEATHER!! Ermahgerd. Not sure you could get that lucky again ... but why not try :-)

[Pam Reddy](#) Really enjoyed seeing Buxton so busy and with such a lot going on. Congratulations to the organisers.

[Karen Jones](#) Fantastic event well done to everyone - lovely to see [Buxton Derbyshire](#) full of life

[Maude Allen](#) sorry we missed this ...

[Dawn Watson](#) (Owner Stars Café) What an amazing day. Fantastic achievement by buxton town team. We need something like this happening every couple of months. Buxton was actually brought to life. Never seen it so busy and buzzing well done to everyone involved :-)

[Andy Hill](#) Thanks for putting on such a great show for my birthday. Seriously though What a great day for [Buxton](#)

[Eco Republic](#) A big thank you to all involved for a wonderful Bank Holiday it was wonderful to see

[One Small Step](#) Fantastic wasn't it!! A real credit to the organisers....

[Buxton Town Team](#) Thanks to all of you for your wonderful heart-warming messages. Thanks also to the stallholders who had such a fantastic range of things on offer, to the entertainers who put in so much effort to make

the day so special and to all the regular shops who joined in the celebrations. Thanks also to the people and organisations that made it all possible - by sponsoring and supporting the event, by loaning us equipment and by volunteering to help out on the day. Finally thanks to all the good people of Buxton who turned out to support the first ever Buxton Spring Fair. Next year - I'm up for it, offers of help would be very welcome.

Responses to the above:-

[Alison Broady](#) well us dancers would be for it again I am sure and if I can do anything useful in the planning department then I will hold up my hand - it was a sterling effort and well worth repeating

[Pete Williamson](#) yeah, no worries.

[Valerie Brindley](#) had a great day, everyone was smiling and having a great time, really enjoyed the atmosphere and well thought out, something for everyone

[Sarah Makka Pakka Martin](#) Never seen so many ppl in Buxton even when the carnivals here, was a good way to pass some time

[Ginny Yates](#) What a good day and so many happy people about thank you.

[James Tigga Maynard](#) Next time can we have more for the youngsters? Was defo missing more rides and activities for the small children. Otherwise a good day

[Victoria Blanchard](#) A fabulous day .. but my only complaint .. we went down town around 4pm and most stalls were packing up .. thought it was going on until 5pm? But it really brought life to the town and it was a great event! My thanks to all who organised it and worked on it - could we have the same again next year please??

[Marty Malone](#) J pm me m8

[Karl Close](#) my band Equally cursed and Blessed had a great time playing for the event. had a great crowd. thanks for the support' everybody!!!!

[Beryl Horne](#) Thank you for organising such a brilliant fair! SO glad you're wanting to hold one next year.

[Vicky Zoppi](#) An excellent job was done. This should be done every bank holiday. I as a trader have never seen so many people in Buxton. We would put more children's rides in the town if possible or on the market place as there was nothing on there that I recall

[Andrea Pilkington](#) It was a wonderful day, really enjoyed it. Looking forward to the next one. Please book the weather again for next year.

[Frances-Victoria Garrington](#) we enjoyed ourselves on bath road. Painting childrens faces and making balloon animals. A fab day had by all

[Jane Hemming](#) we had a great family day out, so thanks

#### **OTHER COMMENTS SENT IN BY EMAIL**

**Gary Timmins** FAO JANET MILLER, I would like to say what a fantastic event you all put on it Buxton on bank holiday Monday it was great to see the town in full swing and the variety of events around the town was brilliant and even the weather was kind which makes all the difference I look forward to this been an annual event in Buxton and when the Crescent is finished the town will be complete and once again thank you for a great day. Best Regards Gary Timmins

**John Martin (Clarks Shoes and Bells Shoes)** Just a quick email to congratulate everyone on their efforts yesterday - Not surprisingly we had record bank holiday in both our shops and to be honest I don't think that I have ever seen as many people in the town. I have just spoken to someone in Macclesfield who visited Buxton yesterday And had to stand up on the bus on the way home. Well Done to all for their efforts.

**Martin Olsson** The Spring Fair was AWESOME!!!!

## APPENDIX 4 - LEARNING POINTS FOR THE FUTURE

### COMPILED LIST OF COMMENTS FROM PROJECT TEAM AND HELPERS

Notes from the Review Meeting on 10<sup>th</sup> May 2013. Coloured notes are those emailed by people unable to attend the meeting.

#### Chosen Date

May Day Bank Holiday proved to be a good choice, particularly with the weather - records show May is one of the most reliable months for good weather. While quite a few people who might have taken part were away, the date does fall before the main holiday periods, and fits well with the 'Spring' theme, renewal, resurgence etc.

#### Timescale

Three months is far too short a timescale, not only for the project team but for participants. Next time we need to be starting in September.

#### The Project Team

The original team was seven, which we intended to supplement with marketing, graphic design and communications specialists. In the event it dwindled to a core of only two, working with six Events Management students from the University and their lecturer. Two late additions to the team were invaluable in coping with administrative work and chasing equipment for loan. We need a strong team of people who are committed to taking on responsibility for specific areas of work and seeing it through.

#### Road & Car Park Closures

It took some time to clarify the systems and the right contacts, this will be much easier next time round.

The arrangement for the Wonder of the Peak tram to come through the Crescent didn't work out, in the afternoon it was bypassing the Crescent and coming up Hall Bank. This will be easier to arrange if we can use the Pump House roof for the bands next time.

Co-op staff parking - although alternative staff parking had been previously discussed with the Co-op, we had to ask for 2 cars to be moved in the morning. The owner of a third car remained unidentified, and the car was in situ throughout the day. In addition, another car snuck in through the un-blockaded 'exit' later in the day, and was seemingly abandoned! We'd need someone permanently attending the entrance (7-9am) to Scarsdale Place to prevent a recurrence of this; and to place barriers at both ends of S.P.

I note, whilst we approved road closures for whole of the Crescent, people entered and parked in front of the Crescent/Pump Room, this seemed to work fine and suggest future closure is limited to the area you need, but put a Road Ahead Closed sign on the junction by the Old Hall, this will stop through traffic but allow parking.

Early morning went well for me. I think everything was in place for closures and set-up to be done at 08:00. I was a little worried when barrier, cones and signs from the council were not there as expected, but they arrived in good time. I was out at about 05:40 and this give me plenty of time to put out cones and build barriers.

#### Licensing etc

Finding the right contacts and understanding systems too time - easier next time. Agreement with HPBC on charging took till well into March, leaving us very short of time for recruiting participants.

#### Insurance

Initial deal was reasonably priced. Ability to add-on extra participants meant a lot of people participated who couldn't have done otherwise - this nearly doubled what we paid, though costs were passed through. Some confusion re level of cover needed (HPBC info is contradictory).

#### Health & Safety

Comments re shortage of public toilets, and lack of signage to them. Clear that Buxton desperately needs public toilets somewhere around the Quadrant area, this is maybe a separate project for the Town Team to take up. Alternatively perhaps we need to have a row of portaloos in the Crescent!

Noted there are (limited) public toilets in Waitrose, these need to be marked on the map next year.

Wind could easily have been an issue. The Round Table weighted their gazebos with railway sleepers, possible we might source some of these next year - Network Rail? On the other hand it should be stall-holders responsibility to bring with them everything they need including gazebo weights. Suggested a checklist of what they need to bring would be a useful addition to their joining instructions.

Had the wind picked up a bit I fear we might have lost a number of gazebos! Some of the traders/stallholders seemed fairly inexperienced - it might be worth providing some basic advice in advance, to prevent mishap next year when the weather is unlikely to be so fantastic.

I overheard one comment regarding the lack of visible Police presence... which I took as being positive!

There was no trouble that I saw and everything went well.

#### Recruiting stall-holders

We had to spend considerable time generating lists of potential participants and contact details, we now have a large list rather than a blank sheet of paper; next time it is likely that people will be contacting us, and we will not have to spend time convincing them the Fair is worth being involved with. We failed to get any of the schools on board.

Next time it may be easier to get stall-holders and entertainment to commit earlier to allow better pre-publicity of events.

#### Contact with shop front businesses

Not done as thoroughly as it could have been. Initial contact was confused by including the Vision Buxton offer of website listing, along with the road closure consultation. Later contact was less structured due to lack of time, and concentrated on their displaying posters and fliers - recruiting their active participation became secondary.

But in future years shops will understand what the Spring Fair is and will be far more likely to participate - the attitude from many of them this time was they would open and the people would be coming anyway, so why should they do anything special? Suggest because they pay rates, the cost of extending frontage should be less than having stall space.

## Recruiting entertainers

Hard work due to lack of contacts, getting people to commit, and some scepticism re whether the Fair would actually happen.

## Advertising to the Public

Distributing the map leaflets was very late because we were still trying to confirm key participants; distribution of the entertainments programme was even worse because the timetable was only confirmed the day before the event.

Treasure Trail was a great idea, but we didn't advertise it in advance, so not many people took part.

Feedback from a number of people was that the event should have been better advertised, but if more people had turned up, particularly from out of town, we might not have coped. As it was there were massive tailbacks on roads into the town.

Next year we need more of the big banners (only four produced this year) and have them out sooner.

Idea of banners over the roads at the entrances to the fair difficult because of DCC height requirements.

More big A1 maps of the fair area to be produced next year, and put up in advance in shop windows etc.

It seemed that quite a few local people had no idea what was going on... including one woman who had left her car in the Market car park overnight (she had not seen the signs).

I think pre-publicity was all it could be for this first-time event. It is very difficult to position it in people's minds before knowing how it will be.

I also think it would be good if the event was advertised earlier and perhaps more widely.

I met three trains and handed out leaflets to almost everyone who arrived. There were a few locals returning home but most people were coming in to Buxton for the day. A few people said that they had come specifically for the fair, some who had not come specifically did appear to know about it at least and some of these asked for directions, others were obviously just headed for the Pavilion Gardens and didn't know about the fair. I also handed out leaflets at random in the Gardens on my way back home from the station each time and I got the impression that not many of these people knew about the Fair so I hope some of them found their way to it. I did notice a few people walking up Bath Road from the direction of the Gardens and from Poole's Cavern so perhaps next time some flyers on Macclesfield Road and on West Road would be productive.

## Stalls layout

More care needed re clashes with shops; also re positioning of stalls where there are vehicle based participants; review Spring Gardens re bins etc; need somehow to take over a larger space at Bath Rd, and create better link between here and Market Place.

I feel the attempt to draw people through Higher Buxton clearly worked, but I feel the car parks could have been more intensively used, and I have recommended that more stalls are put on the Slopes Car Park (the top section was completely unused), and stalls are placed in the centre of the Market Place Car Park (even when it was busy there was a huge space underused). Both of these measures would ensure that the car park in front of Sainsbury's could be maintained for parking, with a few stalls on the edges of the broad pavement and in front of the Volunteer Centre and Church.

There were concerns from Bath Road at being remote. Even Scarsdale & Sainsbury's were much less busy than other areas.

Improvements: More stalls and entertainment. Avoid gaps between parts of the fair (so one long continuum). Move locations for everyone next year so there is a feel of freshness and diversity.

## Variety of Stalls and Events

Several comments re shortage of food stalls, especially in Higher Buxton. But eg Great Panda reported it had been quiet - so better promotion by the traders is needed, up to them to advertise their existence on the day - banners, balloons, bunting signage or whatever.

Had we realised the extent of food offer in the Pavilion Gardens we could have directed people that way.

I was in the Great Panda later in the evening and was informed it had been quiet through the day - perhaps they could be encouraged to run a food stall next year?

Plenty going on and a good distribution of themes in the areas. Another ice cream van would not go amiss, since the queue at the one near the Opera House was very long.

Events during the day: diverse, people felt engaged

## Entertainment Venues

Crescent - one stall too close to the music, completely surrounded by audience - but next year we can hopefully use pump house roof.

Town Hall - complaints from stall-holders the music was too loud. Also layout needs rethinking re where the dancers perform - more centrally? Some technical problems with playing cds, and delays in bands setting up - programme running 30minutes late by the end. Next year if pump house roof available we can use that for the noisier bands, and the Market Place more for the dancing.

Bath Rd - if High St open to traffic, need to pursue use of amplification here - may need HPBC licencing changes to allow it. Also suggested we could enlarge the area (further down Bath Road?) and use the Cheshire Cheese frontage, to create a bigger cluster of activity here.

Hardwick St - a good spot, but again suffered from a lack of amplification.

Suggested an additional location for timetabled entertainment next year could be Wye St.

Needed more general buskers, especially in Higher Buxton.

Is there potential for a busking/entertainment spot on SP? perhaps outside Courier office/co-op? To encourage a bit more footfall across from the market?

it was hard work but the main thing was that it was a success, it did help that the weather was on our side, as far as the timing went we over run because I had one more act than I was expecting ( the Billerets) . as far as the loud P.A. is concerned when the people who had a CD to play they insisted they needed it to be loud because they couldn't hear it but I think that was because they were not performing in front of it!.

I thought it was great overall. I would suggest containing the main music area a little more - it turned Market Place into a mini festival which is great, but possibly not quite what that area should be. Maybe separate it from the other parts of the Fair.

### **Trader Parking**

Need to find trader parking closer to viaduct end of Spring Gardens.

Likely we will need more trader parking another year.

Marshalling on the Market Place..... it would be useful to have an indication on the location map of which stalls have pre booked parking places in Bryant's car park. You may remember we wrote them in on the day. Otherwise no problem.

### **Public Parking and Access**

We arranged use of the Derbyshire Dome car park, but it was barely used, because we failed to publicise that it was available. The map of parking spaces needed to be disseminated far earlier, and we needed large signs directing people to it. We will need even more additional parking next year, need to look into Park & Ride schemes.

Noted that Northern Trains were running 6 car trains, and huge numbers of people came in by rail - we want to encourage this, and use of the buses, possibility to look into additional buses next year. Also shuttle buses to bring people in from Burbage, Fairfield, Harpur Hill etc. Volunteer Service and University both potential to assist here.

Suggest next year we need one person with specific responsibility for this aspect.

### **Information on the Day**

Needed more large A1 maps (on day and in advance).

Needed more people handing out Fair Map leaflets in lower Buxton - but many people refusing them because they were local and didn't need a map!

The map could be improved by having more context around it for orientation.

Large posters showing the location of all the stalls would have been useful.

There weren't enough copies of the entertainments programme, and they looked too similar to the map leaflets.

Larger signage (e.g. from the Market saying 'Slopes this way') would be good... I directed lots of people like this and similar. Whilst busking, I noticed watched many groups of people who visited Spring Gardens (which was heaving) and the Crescent, made it part of the way up the Slopes, but did not seem to carry on to the Market Square (although the live music may have put them off).

It would have been good to have more copies of the programme of events . as this was the most common question I got from the public.

### **Logistics on the Day**

Communications was difficult because of the noise levels. Round Table do have two way radios we could borrow another time, if we think this would be of use.

More information for the marshals could have been included on the map rather than as a separate piece of paper.

Whilst I had no urgent problems, the 2 or 3 times I did ring mobile phone numbers off the card, I got no response. Of course everyone's busy & it was noisy (esp at the Control tent!) but this could potentially be a problem in emergency situation.

It was obviously a struggle to get the number of marshals you desired, but maybe there were enough of us anyway? A sheet summarising duties in advance would have been nice, but not essential.

For the market square area this all seemed to go fine.

A sheet summarising those emergency points, first aid locations etc. would be good.

Recruitment and advance information: very well organised

Logistics in early morning preparations stage: as I was designated to look over the Bath Road we found that there was a disconnection between the Bath Road and Market Place. However the response to any inquiries or any needs that we had was prompt and resolved in a timely manner

Briefing on the day: extremely useful, very detailed

Briefing good and clear, and enough. You relied a lot on your memory as to what to share at the briefing . it may help to have a short check-list.

7.45am briefing..... seemed to work well with adequate information.

### **Assisting Stall-holders on the day**

A check-list of what stall-holders should bring with them - including gazebo weights - to be sent round next year.

There were a number of requests for tables - perhaps needs to be clearer that trestle tables should be stall holders responsibility. Or hire them out for £5/day?

People turned up, knew where they needed to be and got on with it. A few needed assistance with gazebos and I fetched a screwdriver from my car to help one person.

Logistics while the stallholders were setting up: if any of the stallholders requested a table and the request was approved then the tables should have been there by 8 am

It would have been useful for me to list of stall locations in other areas . as several people came to me asking where should they be and I only knew for stall holders in my section.

logistics during set up.....slight hiccups, but generally went well.

### **Clearing up After**

Additional bins provided by HPBC were inadequate. No scope for rubbish to be separated for recycling in Higher Buxton, and system in Spring Gardens overwhelmed.

The Nash roadsweeper was doing a great job clearing up during the day - though not sure it made it to Higher Buxton.

Next year we need to ask for more bins, and for the clearing up team to have recycling boxes as well as black bags.

Need more bins (glass and other). People seemed keen to put things in the sack as I walked around and much of what I cleaned would probably have been put in a bin had there been one.

Litter..... David Hopkins said there were only two of them litter picking. They could have used more help. A stronger plea to stall holders to tidy up after themselves would be useful.

Some confusion by some stall holders as to whether end was 16:00 or 17:00. People enjoying themselves so not in a rush to clear up. This gave time to litter pick and make the area clean and tidy before leaving.

I only appeared at the clear up but it did seem that the council was not intending to clear the mess, so possibly more sweeper-uppers would be a good idea.

### **Feedback**

Feedback form confusing, particularly the rating using 1 to 5 (lots of people got it the wrong way round). We needed space for general comments.

### **Other comments**

The scaffolders working on the Nat West bank were a big problem, especially to the shops immediately adjacent. Apparently they needed a permit from DCC, whoever issued it presumably had no idea that the Sprig Fair was happening - better communications needed, not sure whose responsibility this is.

One person had commented that charities doing a street collection (as opposed to offering things for sale) was inappropriate; the only organisation doing this was the Mountain Rescue and they had their permit before we even thought of a Spring Fair.

Water for dogs needed, encourage pubs and cafes to provide this.

Overall the event was well organised, planned and executed - well done

I have created a file with key documents on to pass on to my colleague Sarah Porru who will be your main point of contact for next year

My personal view is that more should be done to link-up with Pavilion Gardens and make it one event, whilst some people on the fringe of the Town Team discussions have been critical of the PG, I think as Directors you have recognised the need to make stronger links.

The superb weather obviously helped so we mustn't forget the "what if...?" scenario.

Next year we may still be able to get barriers from Crescent contractor . but what about future. Would they donate barriers to us when they finish? . we could use them for Carnival too, we could find somewhere to store?

How was it financially? Will it be self-sustaining . do we need to think about that for the future? Are there accounts if people ask?

Develop and agree clear principles:- why are we doing it, what are the objectives, what restrictions to place on it.

What happens if you don't want to (or can't) do everything? How could it become sustainable? More people (like me) may be willing to get more involved. I'm happy to be involved more in planning and preparation.

I was also wondering whether groupings of artists, food stalls and other stalls might work more effectively. I know what you were trying to achieve having them spread out so that there was a mixture through town, but I think an art area would attract those interested in art, a food area would be useful for cleaning up and increase competition etc... Maybe I'm wrong on that, I don't know! All in all a great day. I rushed off as soon as Bath Road was opened as I was so close to sunstroke I had to get home to avoid it!

of course we can't depend on the weather in Buxton but as long as there are contingencies in place I don't see why another event next year can't be a success. once again thanks and lets hope we can do it again next year!

It definitely proved that if you give people something to do, they will come to Buxton.

### **Things we didn't do**

A number of things that we had intended to include as part of the Fair had to be abandoned through lack of time - merchandise; Town Team branding for marshals; street art; heritage trail (or guided walks); flashmob performances (in advance and on the day); additional public parking or park & ride - many of these could be picked up and added in future years.