

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Buxton In Bloom 2014

2. Brief Description:

To participate in the Royal Horticultural Society hosted event throughout the town with particular focus on the core principles of horticultural achievement, environmental responsibility and community participation.

3. Aims:

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

- To involve the community in a horticultural / environmental project throughout the town
- To encourage a sense of pride, ownership and responsibility for the town
- To raise the profile of Buxton Town Team
- To engage with existing, and recruit new, members

4. Detail of what is involved:

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

- Involve all areas of the town, including schools, businesses, private gardens, housing associations, community organisations, clubs and community groups. The list is by no means exhaustive.
- List specific projects / initiatives and invite entries through the media, advertising and personal contact eg best front garden, hanging basket, street, business premises, pub, school art and photography competition
- Plot a route through the town for judging in July to take in the best of the projects / initiatives
- Call for recruits, volunteers and participants through advance media contact
- Make contact with specific persons / organisations from previous years' experience of 'In Bloom'
- Contact all sources of funding and in-kind assistance i.e. builders' supplies, gardening stores, nurseries
- Maintain close contact with HPBC and their annual horticultural plans for gardens and main streets
- Keep in touch with ongoing horticultural developments throughout the town to ensure that the floral displays will be at their optimum during judging in first two weeks of July

5. Alternatives Considered:

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

None identified.

6. Timescale:

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

February - attended New Entrants Workshop event run by East Midlands in Bloom

- convened to establish aims and goals

March - Media alerts, locate volunteers/ participants, plan route, gather information, raise funds

April - Continue as above but begin planting schemes where appropriate

30th April - deadline for entry into East Midlands in Bloom

May - Continue as above, begin later-required planting schemes and monitor/ tend to earlier planting schemes, liaise with entrants and media

16th May - deadline for special entries (Businesses display/ Hotel or pub display / Front garden)

June - Monitor / tend to planting schemes, liaise with entrants and media

6th June - deadline for entry into Schools Competition

7th-18th July - 'In Bloom' Judging takes place

1st-31st July - 'It's Your Neighbourhood' Judging takes place

17th September - awards are announced

7. Expenditure:

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

Joining fee	£50	
Production of brochure	£100	(quotation Galloways 7March14)
DVD	£100	
Printing fliers etc	£150	
Expenses on Judgement Day	£150	(we hope this will be funded by the University)
Prizes and Plaques	£600	(based on costs from 2009)
Planters	£300	
Seeds and Plants	£250	
TOTAL COSTS	£1,700	

Other Seeds/Plants; Compost/Soil; Planters/Displays; Tools/Equipment to be provided by participants.

8. Income:

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

None identified.

9. Other Organisations:

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

Other key organisations include HPBC and Transition Buxton, we are approaching a number of others but the extent of their involvement is not yet agreed. We hope to recruit private individuals, schools, businesses, the University, pubs, hotels, community groups and clubs, housing associations, though this list is not exhaustive.

10. Funding offered from elsewhere:

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

Tony Kemp has been asked for a contribution from his Mayoral Fund.

We are writing to all Buxton Councillors for funding under the Councillors Initiative Fund.

We have applied to Waitrose under their Community Matters scheme and hope for around £300.

Sainsburys have also expressed an interest. Other sources of funding will be approached.

The aim is for all costs to be covered by external funding and in-kind donations.

11. Project Team Leader: Janine Morris

(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)

Jane McGrother

Tina Heathcote

Janet Barrett

Others to be recruited as the project progresses.

13. Skills Check:

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

Press releases - JMG, TH

Project Management - JMM, JMG, TH

Marketing - JMG, TH

Planning - JMM, JMG, TH

Town Centre Management - JMG, TH

Environmental - JMM, JMG, TH

Good links with town's many organisations - JMM, JMG, TH

Negotiating skills - JMM, JMG, TH

Past experience of scheme - JMG

14. Success Criteria:

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

- Positive media coverage
- Positive feedback from those involved
- Raising awareness / level of interest in Buxton
- Creating lasting improvements to the local environment
- Cleaner and greener surroundings
- Increasing the sense of community involvement
- Long-term improvements re graffiti, litter, conservation etc.

15. Any other Relevant Information:

The last time Buxton entered the competition was in 2009, the team won Gold in East in Midlands in Bloom, followed by Silver in the European version Entente Florale.

<p>Adopted as a Town Team Project:</p> <p>Signed by </p> <p>On behalf of the Town Team Board</p>	<p>Agreed Budget: £ 850 - <i>but aim to break even</i></p> <p>Date: <i>19/03/14.</i></p>
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