

BUXTON TOWN TEAM PROJECT PROPOSAL FORM

1. Name of Project: **ACADEMY OF URBANISM VISIT AUGUST 2013**

2. Brief Description:

Buxton has been shortlisted for the Academy of Urbanism Award Great Town 2014. Buxton Town Team has been asked to take a lead in organising the judges' visit on 21st August, working with HPBC, Vision Buxton, University of Derby Buxton, Buxton Festival and Trevor Osborne Property Group.

3. Aims:

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

The primary aim is for Buxton to win the award. This would be fantastic publicity as regards attracting visitors to the town, but would also act as a morale boost for businesses and residents alike, enabling us to remind everyone about what is good about Buxton. Just being short-listed goes some way to achieving these benefits.

A secondary aim is to consolidate the position of Buxton Town Team in the town's consciousness, raise awareness of our existence and of what we are trying to achieve.

4. Detail of what is involved:

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

The visit will involve tours of the town and its various facilities, with presentations, and the opportunity to meet business leaders, retailers and representatives from the various voluntary and community groups in the town.

The judges will each be presented with a BTT logoed bag containing general information about the town, specific information about the programme for the visit and small items of a souvenir nature.

Town Team members will be guiding the judges through the day, with contributions from other groups for specific items on the programme. For instance HPBC will give a presentation about strategic plans for the town, Trevor Osborne will outline his plans for the Crescent development.

A Town Team member will be in position as a Talking Signpost during the afternoon.

Representatives from major employers will meet the judges at lunch (the University are organising this).

Representatives from small retailers, voluntary and community organisations will meet the judges at an evening drinks reception (Town Team are organising this).

Trevor Osborne will host dinner for the judges and invited guests to round off the day.

5. Alternatives Considered:

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

Buxton Town Team could have stood back and allowed the other organisations to organise the event.

This would have been detrimental to our position as the umbrella organisation for the town, and have been a missed opportunity to advertise our presence and capabilities to the town.

6. Timescale:

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

The project has a very short timetable - the first planning meeting was held on 12th July, the judges' visit is on 21st August.

7. Expenditure:

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

The major costs (such as provision of a minibus and driver, hire of the Pavilion Gardens, accommodation, catering etc) are being borne by others. There will be some small items of expenditure, particularly associated with the information packs provided to the judges, that will be Buxton Town Team's responsibility.

Logoed bags for the information packs	£ 30
Printing letters, fact sheets etc	£ 30
Small souvenir items (post cards, fridge magnets etc)	£ 25
Bottles of Buxton Water	£ 15
Identity Badges	£ 10
Miscellaneous other items	£ 20
Total expenditure	£ 130

The main thing the Town Team will be contributing is its members' time and expertise.

