

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: **BUXTON SPRING FAIR 2014**

2. Brief Description:

Hold a second Buxton Spring Fair, on bank holiday Monday 5th May, similar to the one in 2013 - an 'Open Day' for the town, where new and existing local businesses, community groups, artists and entertainers can demonstrate their offers in a festive environment.

3. Aims:

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

To consolidate the idea of 'One Main Street'

To advertise the existence and value of the Town Team to residents, and recruit new members

To promote Buxton to residents and visitors as an interesting and exciting place to be

To enable retailers, artists, community groups etc to demonstrate their offer to residents and visitors

To generate a positive, optimistic feeling about the town which will last beyond the day

To increase footfall in the whole of the town both on the day and subsequently

4. Detail of what is involved:

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

The Spring Fair will take place along the length of 'Main Street' ie all of Spring Gardens, the Crescent, the Slopes, the Market Place and High Street. The Crescent and Scarsdale Place will be closed to traffic, as will the car parking on the Market Place and behind the Town Hall.

Businesses along the way will be encouraged to open and run a special event, or expand their frontage for the day; the public areas will be given over to stalls, exhibitions, art and entertainment of all kinds, involving businesses, individuals, clubs, charities and not for profit groups.

There will be themed 'trails' (arts, heritage, beer, tea etc) and 'clusters' (eg outdoor pursuits).

There will be designated entertainment areas, but also strolling and 'flash mob' performances.

A map will be produced and handed out, to encourage people to explore the full extent of the fair.

5. Alternatives Considered:

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

Alternative date: it could coincide with University Open Day, the carnival, the fringe, but a stand-alone event is better, so not competing for space, attendance, or losing the message; we could hold it later in the year, but a bank holiday is best, and more people are away for the later ones.

Alternative event: there are no suggestions of any other single event that would achieve the same aims.

6. Timescale:

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

The Fair will be held on Monday 5th May. Steps along the way:-

November/December: initiate discussions with HBPC, DCC etc re permits; initial publicity about the event; recruit project team; start sounding out funding possibilities

January/February: agree licensing requirements with HPBC; obtain firm quotations for all cost items; liaise with DCC and emergency services; liaise with traders along the route; arrange additional parking locations; agree ground rules and start recruitment of participants; agree map 'template'; source additional funding/donations in kind; publicise the event

March/April: finalise permits from HPBC, DCC etc; sign up participants; recruit helpers, marshals etc; arrange insurance; place orders on equipment and services; finalise artwork; print and distribute maps; finalise helpers' roles; publicise the event

7. Expenditure:

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

Essential costs are:	Licenses	£100)	
	First Aid Cover	£450)	
	Insurance	£600)	
	Equipment Hire	£500)	all costs +/- 10%
	Map leaflets	£450)	
	Miscellaneous	£200)	
	Total Essential Costs	£2,300		

Any costs such as trading permits, electricity, individual insurance etc will be passed through to participants at cost. Other items (marquees; staging and PA systems; graphic design; security) will be obtained through donations in kind.

