

PROJECT CLOSING REPORT – BUXTON IN BLOOM 2017

1. AIM

To run Local Buxton in Bloom competitions to encourage people to brighten up their homes and work premises. To encourage a sense of pride in Buxton involving as many organisations and areas of the town as possible. To make the town look attractive for residents and visitors.

The theme this year was Hot, Hot, Hot & Very, Very Vibrant.

2. DETAILS OF WHAT TOOK PLACE

- Fliers and posters were distributed around town. The project was publicised by The Advertiser and Buxton Pure.
- Allotments were not included as a category this year as the emphasis was on displays that could be seen from the pavement.
- £250 sponsorship was obtained from No6 Tearooms.
- Staden Lane Nursery provided sponsorship in the form of planters for the railings in Spring Gardens Car Park. There were maintained by volunteers over the summer. They also provided used flowerpots for Flowerpot People making workshops.
- We were allowed free use of The Pump Room for the presentation ceremony.
- Buxton Opera House provided 2 tickets for the pantomime as a prize for the “spot a bird” competition.
- Flowerpot People workshops were held for the 6th Buxton Methodist Guides group, Pavilion Care Home, Haddon Hall care Home, Portland Care Home, St Anne’s School, Fairfield Junior School, Bright Opportunities Group and Fairfield Older Persons Group. There was also a stand to make Flowerpot People at the Rotary Fair and at the Serpentine Open day. Some publicity was also given out at the Spring Fair.
- A map of Flowerpot People on display was produced and sold around the town.
- A competition was held to find 6 birds hidden amongst the Flowerpot People displays.
- This was publicised with posters and in the Buxton Advertiser and Buxton Pure.
- An ad hoc craft group met about 4 times to make ribbon “flowers” to hang up in town (on the bushes at the bottom of Spring Gardens). Bunting was also put up.
- Entries were judged in the first two weeks of August.
- A prize giving ceremony was held at The Pump Room at the beginning of September. Prizes were given out by the Buxton Carnival Queen.

3. ENTRIES

- People could enter via email, on a printed entry form, posted in the Town Team postbox in the Town Hall, or on a form printed in the paper. The analysis of who entered using which method is not exact as a number of people entered more than one category, but it does give an indication of level of interest. All entries were acknowledged with an email or a letter.
- One infant school and one Nursery entered. The comment from schools is that they do not have time to do extra-curricular activities. Two schools took up the offer of workshops. These were run after school and were greatly enjoyed. **Suggestion – do not have schools as a category in the future but offer an after school workshop – Flowerpot People/planters so that they can become involved.**
- Hanging Baskets – 12 commercial entries and 10 private. 2 Derbyshire Times entries, 12 on the forms and 7 via email (there was some overlap of entries so the numbers do not add up)
- Gardens – 5 commercial and 9 private. 1 Derbyshire Times, 8 on the forms and 3 email)
- Flowerpot People 14 commercial entries and 13 private. 1 Derbyshire Times entry, 18 on the forms and 5 email

As a comparison with previous years:

	2014	2015	2016	2017
Flowerpot		12	25	27
Garden	13	15	15	14
Hanging basket	12	20	21	22
Retail	10	12	Included in garden and hanging baskets	
Flowerpot Map				36

Learning points/observations

Please note that the table above only gives an approximate overview.

The majority of people who entered gardens also entered hanging baskets. A number of people who entered gardens and hanging baskets have done so for a number of years. Could new people be attracted?

There were 36 entries for the Flowerpot Person Map. A number of these people did not enter the competition. There were also people who entered the competition but did not want to be on the map.

Most of the entries came on the entry forms, rather than email.

A number of entrants did not have internet access. This meant they did not have access to the judging criteria. One entrant told me that it was difficult to find the judging criteria on the Town Team web site. When we entered East Midlands in Bloom the judging criteria were on the entry form. Could this be done on our entry form?

A number of entrants could best be described as “community” rather than business or private e.g. Bright Opportunities, Fenton Ward Cavendish Hospital? Would it be possible to have a community class?

4. FLOWERPOT PERSON MAP

Businesses were keen to be on the map. 5 businesses hosted charity Flowerpot People and 4 businesses hosted Flowerpot People made by WI. One business make a charity Flowerpot person of their own.

Maps were on sale at 7 venues in the town. The cost was £1.00. The majority of maps were sold at the TIC (approx. 18) and Sainsbury’s (approx. 16). Both places reported people putting spare change in the collecting tins.

For a full breakdown please see the accounts at the end of this report.

Learning points/observations

A number of the shops selling maps reported and customers not being interested in buying maps and not wanting to spend £1.00. In one shop the staff knew nothing about the sale of maps. Number of sales reflected this. The staff in the tourist office advised that, if this is done again, it would be better to have more publicity, for example a banner and fewer points of sale, possibly just the Tourist Office, one other place with high footfall/a tourist destination. Maybe even link with a couple of tourist destination – Poole’s Cavern/Green Man....

The Flowerpot People were to be display from the beginning of July to the end of August. This was too long for a number of shops who wanted to change displays. It was also too long to keep the displays looking fresh. A number of Flowerpot people were taken in because they were damaged by the weather.

It has been suggested by a number of people that the map and display should be over two weekends only.

Nobody entered the Find a Bird competition, possibly because email entries were asked for. If a competition were to be done in the future it would be better to have a place where entries could be posted. The Opera House did offer a post-box.

5. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

From the project proposal:

3. Aims:

- To encourage a sense of pride, ownership and responsibility for the town.
- Involve all areas of the town and as many organisations as possible in a common enterprise.
- To raise the profile of Buxton Town Team and recruit new members.
- To make Buxton look more attractive for residents and visitors.

15. Success Criteria:

- Project delivered on time and within budget
- Positive media coverage
- Positive feedback from those involved
- More entries to the Buxton in Bloom competition than last year
- More organisations and local businesses involved than last year
- Lasting improvements to the environment by improving neglected spaces
- New Town Team members recruited and existing members involved who have not been to date
- Pool of people identified who can help with Town Team craft projects.

- There was an increase in the overall number of entries for Buxton in Bloom.
- There was an increase in the number of retail outlets who took part. In particular some of the national chains supported Bloom, 6 shops hosted charity Flowerpot People and 4 shops hosted Flowerpot People made by Buxton WI.
- There was sponsorship from No 6. Tea Rooms, Staden Lane Nursery and Buxton Opera House
- There was an increase in the number of community groups/organisations who asked for workshops. These workshops were greatly enjoyed and raised the profile of Buxton Town Team.
- There was a great deal of positive feedback from people who took part and from visitors to the town.
- Buxton Pure and The Buxton Advertiser fully supported Buxton in Bloom and wrote a number of positive articles.
- Buxton TIC have expressed in interest in having a large Flower Pot Person on display next year.
- 2 groups already expressed interest in having FPP workshops next year.

6. COSTS

RECEIPTS

TIC	£18.42
Sainsbury's	£16.34
Green Man	£8.30
Everything's Rosy	£7.52
Velu	£6.01
Osteopathy	£3.03
Toni and Guy	£1.00
Total	£60.62
Donation (No6)	£250.00
Total Receipts	£309.62

EXPENSES

BiB leaflets (2500)	£82.79
BiB posters (100)	£26.79
Flowerpot maps (1000)	£115.77
Flowerpot posters (100)	£26.79
Certificates (50)	£20.45
Tina exps	£29.91
Viv exps	£33.86
Total	£336.36
Deficit	£25.74

Learning points/observations

Quantity of trail maps was possibly high; also we had to pay extra >£16 to have them pre-folded (Garden Trail ones were supplied flat with a crease)