

PROJECT CLOSING REPORT – *Buxton SPA Prize*

1. OVERVIEW

An open air (en plein air) art competition that will celebrate the town's unique culture, natural beauty and heritage whilst building on the already established visual arts presence.

2. DETAIL OF WHAT TOOK PLACE

The Buxton Spa Prize is becoming a yearly art competition with increasing numbers of participating artists and visitors. Planning is currently in place for the third year. This feedback covers the first two years when the event took place in summer of 2014 and 2015.

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3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were to:

Aim	Assessment
Promote Buxton as an artistic centre of excellence with artists visiting throughout the year..	Attracted artists from throughout UK and local region.
Expand the Festival season in the town and further boost the economy.	First year extended festival season to Sept/Oct Second year ran during festivals July/Aug.
Provide artists with a wonderful visit and the added incentive to exhibit and sell their work.	All submissions exhibited, total 1 st year 76 pieces, 2 nd year increased to 127. Art sold.
Encourage visitors to see a wide range of art throughout the town	Exhibition at The Green Man Gallery where additional local art displayed. Also promoted local art in BAT trail, Gallery in Gardens and PDA event.

The measurable success criteria of the project were as follows:

Success Criteria	Assessment
Have at least 100 entries from artists for the first year.	Exceeded in second year.
Create a successful exhibition that will attract a good number of visitors from all over the country.	Visitors from as far as Australia, N.America & UK
Attract a high standard of artwork that shows interesting viewpoints of Buxton for display and sale.	Succeeded in attracting a high standard of exhibits. Venues extended from 25 in 1 st year to 40 in 2 nd showing more scenes around the town
Obtain feedback from artists and visitors via feedback questionnaires.	Very positive feedback from artists who appreciated the friendly welcome & supportive organisation. Verbal feedback in 1 st year and emailed feedback 2 nd year.
Develop links with local artists, community groups and hoteliers/B & B owners	Link with High Peak Artists, Peak District Artisans, Buxton Art Trail artists. Local organisations including Town Team, Vision Buxton and Buxton Civic Assoc. Sponsorship from local businesses and groups.
Generate a good feeling about the town	Brought new set of people to Buxton and generated lots of interest from locals and visitors. Reached wider audiences as people talked about event. Expected growth in years to come.

4. ANY FURTHER BENEFITS

The event is raising the profile of Buxton as a centre for the visual arts whilst creating a pride in the town. People are looking forward to this continuing into the future.

Suzanne Pearson 4.4.16