

# PROJECT REPORT – BUXTON SPRING FAIR 1<sup>st</sup> May 2017

## 1. Overview

A fifth Buxton Spring Fair was held, on bank holiday Monday 1st May, similar to the previous four - 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.

## 2. Detail of What Took Place

- 2.1. A successful Spring Fair was held on bank holiday Monday 1st May 2017.
- 2.2. A meeting was held in December 2016 to decide if there was enough people willing to organise the event to allow Buxton Town Team to commit to running the 2017 event. It was not until January when we were able to formally initiate the project. This was later than previous years and shortened the time for recruiting stallholders and entertainers.
- 2.3. Workload was shared more evenly amongst the organising team.
- 2.4. A review of printed materials took place and we reduced to having a single handout on the day containing all the information (rather than two previously).
- 2.5. All required licensing, permits and permissions were acquired to ensure the event met all requirements.
- 2.6. 150 stallholders were recruited. This is down on 196 recruited in 2016. 17 performers were recruited. This is down on 20 recruited in 2016. This led to a decision to have stalls or a performance venue at the top of Bath Road. This in turn meant we did not need to close Bath Road to traffic.
- 2.7. There is no accurate assessment of the public's attendance. When the weather brightened (after 11am) the town became crowded. Visitor parking was extensive stretching into many roads around the town and car parks were full. Several stalls sold-out during the day due to business being more than expected.
- 2.8. We hired market stalls from Buxton Market for many of the stalls around the Market Place. These were more robust and appreciated by everyone who made use of them.
- 2.9. The organising team, marshals and volunteers work from 6am to 8pm setting-up the event and clearing away. The town was left clean and tidy.
- 2.10. Marques were again kindly supplied, erected and removed by the Lions (ne Roundtable) for our entertainment venues.
- 2.11. First Aid and Lost Children support was in place, but luckily, no emergency incidents occurred.
- 2.12. Thanks expressed by many stall holders and visitors. Visitors from out-of-town commenting that they will come back as Buxton is so vibrant.
- 2.13. The 2017 Spring Fair made an overall surplus of £280. Financial accounts are provided in Appendix I.
- 2.14. Organising Team Members: Richard Lower, Janet Miller, Roddie MacLean, Linda Estruch, Charles Denton, Kathryn Barton, Suzanne Pearson, Helen Kendrick, Charlotte Hanrahan, Tina Heathcote, John Estruch, Jean Todd, and Philip Barton.

### 3. Assessment Against Agreed Success Criteria

|  |   |   |
|--|---|---|
| To consolidate the idea of 'One Main Street'   | ✓ | Stalls and entertainment connected lower and higher Buxton. Although, smaller number of stalls this year meant the fair did not reach the east extreme of Spring Gardens nor to Bath Road/High Street.  |
| To promote Buxton to residents and visitors as an interesting and exciting place to be   | ✓ | Many visitors and residents delighted in the day of activities, entertainment and shopping.   |
| To enable retailers, artists, community groups etc. to demonstrate their offer to residents and visitors   | ✓ | 150 stalls run by retailers and community groups, 17 performers involved.   |
| To generate a positive, optimistic feeling about the town which will last beyond the day   | ✓ | Positive feedback received through-out the day. Visitors from out-of-town commenting that they will come back as Buxton is so vibrant.  |
| To increase footfall in the whole of the town both on the day and subsequently   | ✓ | Footfall not counted. Many residents and visitors in town. Crowds of people on Spring Gardens, in The Crescent and on the Market Place. Parking at a premium suggesting many visitors.  |
| To test an organisational approach that allows the workload to spread and coordinated so it becomes self-sustaining and not reliant on any particular individual | ? | The majority of jobs were managed by different people than previous years, which has allowed the activities to more clearly understood. We were able to create a more detailed Jobs List, that can be used for the future (Appendix II) Still relied on Janet Miller to map layout and advise on details. |

### 4. Further Benefits

- 4.1. Buxton Town Team had a stall on the Market Place to allow for publicity and recruitment of members.
- 4.2. The list of jobs required in organising the Spring Fair was updated to reduce the need to rely on people's memory for future years.
- 4.3. Our database of groups, businesses, potential stallholders and performers is updated and expanded with details learnt through this year's event.

### 5. Learning Points for the Future

- 5.1. Learning points have (where possible) been built into the list of jobs required to organise the Spring Fair. This is included as Appendix II.
- 5.2. A later decision to go ahead with the 2017 Spring Fair, gave a shorter time to recruit participants. Recommend initiating the recruitment of organisers and deciding to go ahead with a Spring Fair in the September of previous year.
- 5.3. Unlike stall holders, performers and entertainers need to sought and persuaded. More active recruiting will be required if we want more performers in future years.
- 5.4. Entertainment programmes at venues need to be planned engaging with the performers for their availability.
- 5.5. Late changes in the performance programme led to confusion with printed agendas in the leaflet. Recommend to just list entertainers in leaflet and direct people to look-out for programme posters on the day. Then to have A1 posters around the fair giving details of the programmes at all venues.
- 5.6. A number of cars remained parked in the Market Place despite the car park being formally closed. More, clearer signage could reduce the cars, but this has been an issue in previous years.
- 5.7. In future an opportunity could be to gather intelligence (how far travelled, how found out about fair, why attend, mode of transport) that can help us understand the impact of the Spring Fair and identify possible improvements. This would require people to carry out survey/research.

Richard Lower  
June 2017

## Appendix I – Financial Accounts

| Income   |         | Expenditure   |         |
|--|---------|---|---------|
| Stall Receipts (includes payments for pitch, insurance, trader parking, market stall hire) | £ 2,786 | Printing  | £ 738   |
|  |         | Buxton Markets (Stalls Hire, Erection, Mobile Phone Rental) | £ 460   |
| Waitrose donation  | £ 325   | A1 Notice Boards  | £ 229   |
|  |         | St John's Ambulance   | £ 497   |
|  |         | Insurance   | £ 650   |
|  |         | Licences  | £ 176   |
|  |         | Other expenses  | £ 81    |
|  | £ 3,111 |   | £ 2,831 |

Surplus: £280 (2016: £905 surplus)

## Appendix II – Spring Fair Organisers Jobs List

| Activity   | Timing                |
|--|-----------------------|
| <b>PROJECT SET-UP</b>  |                       |
| Establish who will be involved in organising next year's Spring Fair   | September             |
| Ensure there are sufficient resources and desire to run the Spring Fair  |                       |
| Appoint a project leader   |                       |
| Write a Project Proposal   |                       |
| Get Project Proposal supported at Ideas Meeting and approved at Directors Meeting  | November              |
| <b>RECRUIT STALLHOLDERS</b>  |                       |
| Share participants/contacts spreadsheet list built up over previous years  |                       |
| Maintain, update and participants/contacts spreadsheet list  |                       |
| Email out a 'hold the date' message to inform all contacts the Spring Fair will take place   | December              |
| Revise guidance notes and application forms (ensure BACS reference is indicated)   | January               |
| Update recruitment flier   | January               |
| Print recruitment flier  |                       |
| Understand how many market stalls could be provided by Buxton Markets to manage numbers that can be offered  | February              |
| Distribute recruitment fliers  | Mid-February          |
| Email out the revised guidance notes and application forms to potential participants   | Mid-February          |
| Visit all shops & cafes in fair area, find out their plans, recruit for shop front extensions  |                       |
| Acknowledge applications as they come in   | Thru to early April   |
| Manage a master list of confirmed stall holders  |                       |
| Understand any specialist stall-holders requirements - climbing walls, cave, donkeys, sports etc.  |                       |
| Keep record of money, insurance details etc.   |                       |
| Liaise with treasurer re banking etc.  |                       |
| Collate Insurance add-ons and arrange additional insurance cover   |                       |
| <b>BUXTON TOWN TEAM STALL</b>  |                       |
| Book 2 market stalls and decide on preferred location to deliver purpose of stall  |                       |
| Appoint someone to run stall on the day  |                       |
| Organise leaflets, BTT info, joining forms, merchandise, information boards, CD sales etc.   |                       |
| <b>ALLOCATE &amp; MAP STALLHOLDER POSITIONS</b>  |                       |
| If map allocation is done by someone other than stallholder recruiter, ensure there are regular check-ins to map can developed over time   |                       |
| Agree layout of market stalls with Buxton Markets  |                       |
| Allocate general stall space   |                       |
| Allocate electric supplies   |                       |
| Produce maps to show traders where they will be and electrics (as applicable)  |                       |
| Include food seating areas, performance venues and other features onto the maps  |                       |
| Inform participants (with maps) where they will be - include check list what to bring (weights for the gazebo!)  |                       |
| <b>PERFORMANCE VENUES</b>  |                       |
| Visit all pubs & hotels in the fair area, find out what their plans are for Spring Fair day  |                       |
| Confirm sites - Crescent, Market Place, Bath Rd, Hardwick Street   |                       |
| Arrange to have gazebos at each area - Lions/BTT/Suzanne's/Market Stalls etc.  |                       |
| Source equipment for each area - PA systems, Electric supplies   |                       |
| Agree provision of electric supply to Bath Road and Hardwick Street  |                       |
| Recruit performers, chase to minimise last minute replies and acknowledge applications   | Mid Feb – Early April |
| Recruit compere for each area (e.g. Jo Duxbury)  |                       |
| Find if there could be any student helper(s) for performance area (via Leanne/Ben)   |                       |
| Plan schedule at each venue  |                       |
| Agree schedule with performers (agree and get confirmation by speaking with them)  |                       |
| Arrange for collecting buckets   |                       |
| Appoint someone to collect and stow cash from collecting buckets – on the day  |                       |
| Count and divide up money collected between equipment providers and performers   |                       |
| <b>INSURANCE &amp; LICENSING</b>   |                       |
| Arrange event insurance cover ( <i>copies of this will be required to complete other actions</i> )   | January               |
| Liaise with HPBC Licensing – confirm previous understanding that no street collection permits are required on Spring Fair day and that it is open for any participant to collect |                       |
| Liaise with HPBC Licensing – provide Jane at Env Health with list of those serving food  |                       |
| Apply for Event Licence - HPBC   |                       |
| Apply for Blanket Trade Permit – HPBC (permit number needed in advance to print from stall holders)  |                       |
| Apply for Temporary Events Notification for Performance Venues   |                       |
| Advise traders re TENs for alcohol sales   |                       |
| Produce TENs location map  |                       |
| Provide all traders needing TENs with location map   |                       |
| Performing Rights Society - apply, display permit  |                       |

|  |  |
|--|--|
| Public Performance Licence - apply, display permit           |  |
| Design and print trading permits (modify previous and print) |  |

| Activity   | Timing      |
|--|-------------|
| <b>MARKETING AND PUBLICITY</b>   |             |
| Post event on 'VisitPeakDistrict'  |             |
| Post event on Freegle (ne Freecycle)   |             |
| Press releases - Buxton Advertiser, Pure Buxton, Derbyshire Life etc.  |             |
| Arrange Interviews with High Peak Radio, Radio Derby, Canalside Radio etc.   |             |
| Link in with Vision Buxton/Visit Peak District/Explore Buxton/Discover Buxton  |             |
| Maximise use of Facebook   |             |
| Maximise use of Twitter  |             |
| Update Instagram account and maximise use of it  |             |
| Finalise sponsors list for fair leaflet  |             |
| Banners - paint more - painted, need hemming and eyeleting   |             |
| Hang banners in suitable places round town   |             |
| A sub-committee will review and plan what printed MARKETING AND PUBLICITY literature is required and how it will be done. The focus is to be most effective for impact, effort and cost. |             |
| Update or redesign poster and arrange printing (500)   |             |
| Distribute posters round all the shops and businesses  |             |
| Update or redesign DL leaflet and arrange printed (7000-8000)  |             |
| Distribute DL leaflets round all the shops and businesses  |             |
| Design A1 posters (Fair Map) and get printed (30)  |             |
| Design A1 posters (A-Z stall finder) and get printed (12)  |             |
| Design A1 posters (Sponsors Board) and get printed (1)   |             |
| Design A1 posters (Individual Venue Programmes) and get printed (4)  |             |
| Check quantity of Correx boards order more if needed   |             |
| Fix posters onto boards (at Janet's Friday 28 <sup>th</sup> April from 3:30)   |             |
| Design folded leaflet of events/map leaflet  |             |
| Arrange for printing of events/map leaflets (7000-8000)  |             |
| Distribute events/map leaflets round selected shops and businesses   |             |
| Distribute fair maps and programme of events round caravan sites   |             |
| <b>ROAD CLOSURES</b>   |             |
| Liaise with DCC, Police, Fire and Ambulance to ensure no issues with proposals   | February    |
| Put in application for road closures as last year to HPBC (include insurance)  | March       |
| Post HPBC Road Closure notices 10 days before event  |             |
| Check with DCC if we can put moratorium on road works  |             |
| Design and print road closure leaflets for Bath Road residents and businesses  |             |
| Leaflet drop to affected residents (Bath Rd)   | Week before |
| Leaflet drops to affected businesses (Scarsdale, Cavendish, Spring Gardens near Wye St)  | Week before |
| Calculate number of barriers, cones, road signs etc. needed and agree layout   |             |
| Agree with Vinci re borrowing their barriers   |             |
| Arrange loan of HPBC steel barriers and arrange collection & return  |             |
| Arrange loan of Well Dressing Carnival's signs & cones   |             |
| Source additional signs and barriers as required (DCC Chapel)  |             |
| Arrange collection and return of all barriers signs etc.   |             |
| <b>CAR PARK CLOSURES</b>   |             |
| Check HPBC Parking Team know and will put out suspension notices in car parks  |             |
| Design & produce notices to go under windscreens of parked cars  |             |
| Fix notices under windscreens of parked cars weekend before and that weekend   |             |
| Design & produce and post larger more visible no-parking notices a few days before   |             |
| Post high viz No Parking notices for Market Place, Slopes, Crescent, Square  |             |
| <b>HEALTH &amp; SAFETY</b>   |             |
| Review and, if necessary, revise Risk Assessment   |             |
| Arrange First Aid Cover  | February    |
| First Aiders - advise location and ascertain contact numbers   |             |
| Agree Lost Children Procedures with Methodist Church, ascertain phone number   |             |
| Inform First Aiders re Lost Children Procedure   |             |

| Activity  | Date              |
|---|-------------------|
| <b>EQUIPMENT REQUIRED</b>   |                   |
| Plan what chairs are required at each performance venue   |                   |
| Quantify any other demand for tables & chairs   |                   |
| Agree with Bath Road Centre / Green Man / others to borrow tables and chairs required               |                   |
| Allocate tables and chairs to locations   |                   |
| Borrow back PAT-tested, electrical kit from Buxton Markets  |                   |
| Work out cable routes and equipment list for supplies to stalls and performance venues              |                   |
| Order more electrical equipment if needed   |                   |
| Collect keys to electric boxes (including padlock at box near Turners Memorial & Pavilion Gardens)) |                   |
| Produce more flowers for the Market Cross garland and tart up old ones                              |                   |
| Arrange to borrow stakes and fencing (LIONS) for river/lake in Pavilion Gardens                     |                   |
| <b>SURVEY, RESEARCH</b>   |                   |
| Develop an on-street survey   |                   |
| Arrange for people to carry-out survey of visitors to the Spring Fair                               |                   |
| Develop a Google Poll to use with stall holders & entertainers to gather feedback after the event   |                   |
| Arrange a team of people to measure number arriving by train  |                   |
| <b>TRADER PARKING</b>   |                   |
| Negotiate sites for trader parking - Infants School, StJohns Church, CarWash, CVS                   |                   |
| Assess available space at each site – e.g. Infants School, StJohns Church, CarWash, CVS             |                   |
| Allocate trader parking spaces - email maps to traders  |                   |
| Design and print parking permits as appropriate   |                   |
| <b>VISITOR PARKING AND ACCESS</b>   |                   |
| Negotiate additional visitor parking: StThomasMore, Dome, Aldi?                                     |                   |
| Produce map of additional parking and publicise   |                   |
| Produce additional parking signs to direct visitors to additional parking                           |                   |
| Discuss with FoBS re encouraging more rail travel   |                   |
| Ensure Northern Rail are aware of event and try and persuade to extend trains                       |                   |
| Ensure High Peak Buses & others are aware of event  |                   |
| <b>FUND RAISING</b>   |                   |
| Put in application for Waitrose Community Matters fund, and follow up                               |                   |
| Source additional funding if needed   |                   |
| <b>OPERATIONS</b>   |                   |
| Arrange for Town Crier to open fair   |                   |
| Arrange for Carnival Queen to open fair   |                   |
| Arrange trumpeters (Burbage Band) to open fair  |                   |
| Plan and arrange programme for opening with tram  |                   |
| Produce logistics plan for the day (and night before), how many people needed when and where        |                   |
| Recruit marshals, performance venue helpers, leafleters, town team stall minders ...                |                   |
| Work out numbers needed night before to set out barriers, chalk pitches etc.                        |                   |
| Work out numbers for early set up - electrics, barriers, gazebos, signage, tables etc.              |                   |
| Produce map of locations for A1 poster boards   |                   |
| Get A1 poster boards fixed all around town (~2 hour job)  | Early morning     |
| Allocate people to jobs and time slots  |                   |
| Produce ID badges with phone numbers (Catherine Serjeant has offered to laminate)                   |                   |
| Ensure HPBC know where to place extra bins and will collect bagged rubbish at end                   |                   |
| Arrange for us to have key to bins to empty during the day - collect keys                           |                   |
| Arrange for clean-up kit - bags, hoops, litter-pickers, gloves etc.                                 |                   |
| Organise return of all equipment including DCC barriers etc.  |                   |
| <b>POST EVENT EVALUATION</b>  |                   |
| Issue feedback (Google Poll) survey to stall holders & entertainers                                 | Immediately after |
| Bring together feedback from surveys for debrief  |                   |
| Arrange review and debrief (after the event)  | Week after        |
| Update documents, lists, plans based on review  |                   |
| Write & issue Project Closure report  |                   |

## Appendix III – Feedback

### Messages received by email, Facebook & twitter:

The stall was in a good place and it was nice to be under cover as it was raining at the start of the day but everything stayed dry. The weather went better as the day went on. All the helpers we had enjoyed the time they were there. We gave out lots of information and people had come from near and far to enjoy the day so well done to everyone who helped make it a successful day.

Well organised and great weather meant in end we had a successful day.

Want to thank the team for all their hard work - whether it was organising the day or being a marshal or whatever role. We were very grateful to take part and thought that it was a brilliant day.

Many thanks for the Buxton Spring Fair I really enjoy and I had good day.

Thank you for all your hard work. The band really enjoyed playing.

Thank you for the set up this year - it all went very smoothly.

I enjoyed performing at the Spring Fair, so thanks for including me.

I would like to lodge my findings of the last 2 years which I feel strongly contradict your objectives. Both Spring Fairs (2016/17) I have monitored my business sales closely, there has been a catastrophic drop in sales. The Spring Fair does NOT improve sales in most businesses I have spoken to, which are independent stores with a presence in central Buxton.

I experienced this myself, monitoring footfall and sales in both my Divine Trash stores which suffered a £2,000 (95%) drop in typical bank holiday Monday sales.

How therefore can you justify the following:-

- support existing traders and services businesses, protect the local economy, safeguard jobs and enhance overall prosperity
- encourage and assist new businesses to form and thrive

I run a successful business and although we can survive such poor sales as a direct result of your 'Spring Fair', I'd like to suggest you need to either reconsider how it works, or amend your above projects mission.

Well done Town Team for yesterday, a very long day for you from which all benefitted

Where were the stalls at the bottom of Spring Gardens? Near Iceland. Etc. Nothing again beyond Lomas Foods. My business takes more on a normal bank holiday than we have today. Absolutely nothing to attract anyone to our end of the street. No change there. Spring Gardens doesn't end at Lomas Foods.

This looks brilliant. Chapeaux, Buxton Town Team. Amazing what a town can do when it pulls together.

Thanks Buxton Town Team for another fantastic Spring Fair. Had a great day. Fab to see everyone out and about.

Sun's out! Come on down and join in Buxton's amazing Spring Fair ...live music, food, drink, stalls & fun... all over town TODAY!

We had a great day

**Feedback received via a Google Poll of stallholders, shops & performers**

The information does not cover every participant, but only those that took the opportunity to complete the poll.

| Do you feel that the Spring Fair is beneficial for you? and<br>If we hold the Spring Fair next year, would you take part? |      |    |
|---|------|----|
|   | Yes  | No |
| Stallholders  | 100% | 0% |
| Performers  | 100% | 0% |
| Shops   | 96%  | 4% |

Suggestions to Improve

- Organisers need to consider gradient of pitches, and advise participants. Slope on Crescent outside Old Hall caused difficulties, as did the slight slope on the Market Place near bus stops.
- Conjestion at the junction of Spring Gardens and Hardwick Street due to trampolines meant larger performances (dancers etc.) did not have enough space.
- More information in the run up to the event. A map of the other stalls would be helpful.
- Spring Fair could be more down the five ways end of high street.
- Televise beforehand (perhaps when the pavilion and the hotel is finished). Ask stalls holders for a small contribution towards it.

