

PROJECT CLOSING REPORT - Tour of Britain 2015

1. OVERVIEW

The project aimed to derive some benefit for Buxton from the Tour of Britain passing through the town centre on 11th September 2015.

2. DETAIL OF WHAT TOOK PLACE

A number of old bicycles were acquired from various sources - individuals, farm yards, scrap merchants etc. They were cleaned up and painted either red or yellow, the Tour of Britain official colours. A week before the tour the bikes were set out in strategic locations along the route - a three high triangular 'tower of bikes' on the St John's roundabout, a trio of Zombie bikes erupting from the ground behind the St Anne's Well, individual bikes propped against lamp posts and other street furniture and staked out on The Slopes. Notices were posted around the town advertising the Tour coming through. On the morning of the tour the bikes were decorated with red and yellow ribbons, balloons and bottle flowers.

Leaflets were also distributed to shops along the route explaining what was happening and encouraging them to decorate their premises; many of them did so.

3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were:

1. long term - to promote Buxton to a wider audience via TV and other media
2. short term - to attract visitors to the town on the day and in the weeks following the event
3. to promote Buxton Town Team as an organisation.

The long term objective was probably not met, the TV coverage barely covered Buxton at all, and certainly did not notice the red and yellow bikes.

The other two aims were met however, as the town was certainly full on the day, and there was a lot of positive reaction to the bike installations.

The measurable success criteria of the project were as follows:

- **We build an attractive installation that people want to come and see**
Achieved in part - the bikes were well received. There is no way of knowing though if anyone came specifically to look at them.
- **It is completed in time and within budget**
Achieved - the bikes were installed in position on schedule and the cost was well below what was budgeted.
- **We generate positive publicity about the event in print and social media and on the TV**
There was good coverage in Pure Buxton and The Buxton Advertiser of the bike painting and of the event. We promoted the installations and the Tour of Britain event through social media, the reaction was overwhelmingly positive. Fifteen Facebook posts generated a massive level of interest - the post when one of the bikes was stolen reached nearly 12,000 people with engagement of nearly 3,000.
- **We generate positive publicity about Buxton Town Team**
All the coverage was positive.
- **Other organisations and businesses in the town join in with decorations and their own events**
Achieved - several businesses set out red and yellow bikes of their own (The Opera House, Higher Buxton Post Office, The Eagle, 53° North) and a lot of businesses along the route decorated their premises with balloons and bunting. None of them would have done so without encouragement from the Town Team.

4. ANY FURTHER BENEFITS

We made new contact with individuals willing to help the Town Team with projects such as this. We acquired around 30 bikes that can be used for future Town Team projects such as Buxton in Bloom 2016.

5. COSTS

The project budgeted expenditure was as follows:

Scaffold tower	£ 200.00
Paper & Print	£ 20.00
Paint	£ 150.00
Cable Ties etc	£ 30.00
Total budget	£ 400.00

In the event the design of the tower was adapted to negate the need for any scaffold support. All the other materials needed were donated, and expenditure against the project was zero. Many thanks to all those who contributed in this way.

6. LEARNING POINTS FOR THE FUTURE

The original idea of suspending the bikes from a scaffold tower was abandoned on grounds of both cost and safety. Instead the bikes were erected as a self-supporting triangular pyramid, which worked very well.

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