

## **PROJECT REPORT - BUXTON SPRING FAIR 4<sup>TH</sup> MAY 2015**

### **1. OVERVIEW**

The aim of the Buxton Spring Fair was to fill the whole of 'Main Street' with a mix of stalls and entertainment, an 'Open Day' for the town, and a showcase for everything Buxton has to offer. The project achieved its aims and objectives.

### **2. DETAIL OF WHAT TOOK PLACE**

#### **2.1 Extent of the Fair**

The Fair area was very similar to last year, but used the whole of the Crescent, including the central section, which last year was used to for trader parking. It also occupied a slightly larger area in the Pavilion Gardens Bowling Green, giving an even better link up with activities in the Pavilion Gardens. On the other hand it did not use the very far end of Spring Gardens, outside the job centre and the Co-op.

#### **2.2 Stallholders**

In total we had 180 stallholders registered, of these 5 cancelled shortly beforehand and 4 failed to turn up on the day, we added 4 traders who turned up on spec. There was a good mix of different types of stall. Just under 40% were not for profit entities (the University, clubs, charities, campaign groups and so on), the majority of the others were small traders (a significant number of arts and crafts businesses, but also jewellery, furniture, sweets, food, clothing) with a handful of larger businesses. There were more food stalls than in previous years, with food vans and/or barbeques available in every area, and offers including soup and fruit salads, artisan toasties and 'fine Indian dining'. There were also three stalls selling alcohol in the Crescent, Bargain Booze had a stall in the Sainsburys car park area and the Ale Stop on Chapel Street had a beer festival and extended onto the street. In conjunction with Chris Hill Community Sports we ran the 'Traditional Sports Day' on the bowling green again. Other 'have a go' activities included two climbing walls, an artificial cave, donkey rides, scooter adventure area, football, circus skills workshops and a canoe on a frame, as well as animal-petting and other children's activities.

#### **2.3 Entertainment**

We started with an official opening by the Buxton Town Crier, assisted by the Carnival Queen, unveiling the garland on the Market Cross. There was a timetabled programme of entertainment in four separate locations (Bath Rd junction, Town Hall Front, Pump House Roof and Hardwick Street) all with sound amplification, and a good variety of music and dance, but sadly no street theatre or spoken word this year. A total of 23 groups or individuals took part, as well as a large number of buskers around the town. We ran a bucket collection at each venue this year, which raised just under £500, to be split between the equipment providers (30%) and those performers who did not run their own collection. A number of performers asked for their share to be donated to the Nepal Disaster Relief Fund.

#### **2.4 Shop-front Businesses**

Most of the shops in the area of the fair were open, a number of them would not have been had it not been for the Fair. Once again several of the Cavendish Arcade shops took stalls in the Turner Memorial area, and more Spring Gardens shops took advantage of the offer to have stalls outside their premises. A few had special promotions for the day.

#### **2.5 Extras**

We ran a treasure hunt with clues covering the whole of the fair area; while several hundred were handed out, however, none were returned completed. We also ran a very successful handprint painting stall, decorating a blank section of the Crescent hoardings and also promoting Buxton in Bloom.

#### **2.6 Attendance**

Attendance is impossible to gauge, but all areas of the fair were very busy. Questioning people in the Crescent indicated at least 50% of visitors were from outside the immediate area, and we know of one coach tour of the North West that included the Buxton Spring Fair on its itinerary. We arranged additional parking in the University Dome, St Thomas More School and Buxton Library (a total of almost 300 extra spaces), and put out direction signs - the University and St Thomas More were full, with long queues, however the Library car park was barely used.

#### **2.7 Marshaling**

A total of 43 people were involved in marshaling the Fair on the day, and manning the Town Team tent, which was more than last year but still tight. A team of 33 was deployed in the setting up period, then a

minimal team during the day; a team of 37 was involved dismantling and clearing up at the end of the day, and the area was completely clear by 7pm.

## **2.8 Issues that arose**

**Illegal Traders** - Two were discovered on Spring Gardens, one was expected (he came last year and was aware he would be charged if he showed up) and one new one from Sheffield who argued he was a pedlar but in the end agreed to pay for a permit. One local club and one local trader arrived on spec and space was found for them to set up.

**Electrical Supplies** - One of the boxes on the market place was discovered to have only two sockets (one blanked off), and the loading from the number of stalls connected to it was too high, with a large number of trips and one overheated cable. The food stall connected to the Turner Memorial supply also tripped out a few times, presumably due to overloading.

**Trader Parking** - A number of traders insisted on parking their vehicles close to their stall for storage purposes, this caused some altercations with taxi drivers on the market place.

**First Aid Incidents** - St John Ambulance treated at least one minor injury, there were no serious incidents (that we're aware of!)

**Lost Children** - towards the end of the day one child went missing from a stall in Spring Gardens, but was located very quickly.

**Police Incidents** - the Police reported that there were no incidents requiring their presence.

## **3. ASSESSMENT AGAINST AGREED SUCCESS CRITERIA**

The aims of the project were to:

- **consolidate the idea of 'One Main Street'**
- **advertise the existence and value of the Town Team to residents, and recruit new members**
- **promote Buxton to residents and visitors as an interesting and exciting place to be**
- **enable retailers, artists, community groups to demonstrate their offer to residents and visitors**
- **generate a positive, optimistic feeling about the town which will last beyond the day**
- **increase footfall in the whole of the town both on the day and subsequently**

We believe all of these aims were met, though as regards subsequent increased footfall in the town we can't actually know.

**Specific success criteria were:**

- **We recruit enough stalls and entertainments to fill the length of 'Main Street'.**

Achieved - there are inevitable gaps (eg the stretch of High Street which is too narrow to do very much) but the general impression was of the fair stretching from the end of Spring Gardens right through to the London Road lights. We decided not to put stalls at the very far end of Spring Gardens, and have more in the central area instead - this suits stallholders, but generates less benefit to the permanent shops there. As usual Spring Gardens and the Crescent were busiest, but all of the Market Place area was crowded, there was more activity on the Slopes than in previous years, and Bath Road also seemed reasonably busy most of the time. The link between the Fair and the Pavilion Gardens worked well again, giving the impression of a single, whole town event.

- **The mix includes traders, community groups, artists, musicians and other entertainment**

Achieved - all of these and more were present.

- **The project is delivered on time and within budget.**

Achieved - the Fair took place as planned and costs were within budget; thanks to support from the Waitrose Community Fund and EHL Pricketts we generated a small surplus. Full details are included in Appendix 1.

- **The event is covered in all local media outlets, including radio and TV.**

Mostly achieved - we didn't get on the telly. However we did achieve media coverage as follows:

Pure Buxton - an article in the April-May edition, a follow up feature is promised in the June edition.

Buxton Advertiser - a couple of minor articles, a two page spread the Thursday before the Fair, which included the Fair Map, and a two page spread on the Thursday after.

Other local press - not sure on this.

High Peak Radio - we didn't manage to do an interview with them this year, but they did cover it.

Radio Derby - again, we did not manage to do an interview this year.

Visit Buxton Website - gave us good coverage leading up to the event.

Pavilion Gardens - the Spring Fair was mentioned early on, but billed on the wrong date (25<sup>th</sup> May); that was removed, thereafter we did not see any mention, in spite of an understanding they would promote it.

Facebook - the Buxton Town Team Facebook page again proved a very effective way of getting the message out. The event page was set up about two months in advance, and by the end of April had reached 12,000 people. The video Andy posted the day after the fair had been viewed 8,500 times within

three days. The day of the fair and two days after saw a massive spike in 'Likes' - at time of writing, the number of people who 'like' Buxton Town Team is 716 (cf 368 this time last year).

Twitter - @BuxSpringFair tweeted/retweeted over 80 times, in parallel with Town Team tweets on @TownTeam Buxton, in addition @BuxSpringFair feed has been linked to the Instagram account. The number of people following @BuxSpringFair is now at 286 (cf 101 this time last year).

Instagram - there was a day by day countdown again using photos from previous years. At time of writing it had acquired 112 followers (58 this time last year).

Others - a large number of participants and shops in the town promoted it via their own websites, Facebook pages and Twitter feeds.

- **Evaluation from attendees and participants is positive, demand for it to be repeated**

Achieved - feedback from participants and attendees has been overwhelmingly positive. A summary of feedback forms completed by participants and shops in the area is given in Appendix 2 (separate spreadsheet), and a listing of comments posted on Facebook and emailed to us direct are given in Appendix 3.

- **Evaluation from established shops is positive, and they report increased footfall on the day.**

We did not have feedback forms from very many shops, but those that responded were positive.

- **At least 20 new Town Team members are signed up.**

Not achieved - 9 new members were signed up on the day, however we expect that others will join over the coming weeks as a direct result of the Spring Fair.

#### 4. FURTHER BENEFITS

Small Trader Contacts - Our contacts list has expanded even further, we now have contact details for over 350 traders and retail outlets who might be interested in future Spring Fairs, in a general regeneration of the regular market, or in other Buxton Town Team projects.

Credibility of Buxton Town Team - The event will once again have enhanced the reputation of Buxton Town Team, and demonstrated how much the community can achieve if people work together.

Sales of Town Team merchandise - Maps, jigsaws and tea-towels were on sale in the Town Team tent, generating an additional income of £108, as well as £9 in joining fees and £2.51 in donations (none of this is included as income for the Fair).

#### 5. LEARNING POINTS FOR THE FUTURE

A full discussion on what went well and what could be done better next time is included as Appendix 4.

Key learning points are:

- Get things done as early as possible, time will be short at the end

- Stress advantages to participants of booking early - publicity and more choice of location

- Need more specialists on project team - electrical, band technician

- Appoint team leaders for each area early, advise on role and get them to help recruiting marshals

- Do as much as possible re advertising road and car park closures, inform traffic wardens & taxi firms

- Good linkage with Pavilion Gardens is key, fencing needed round lake as well as along river

- Put as many things as possible on the Slopes to create the link between lower and higher Buxton

- Be more specific about electric supply (max loading) and location of trader parking (not by stall!)

- Stronger advice needed re wind and design of gazebos as well as weights

- Work with HPBC re policy on busking especially re there being too many in Spring Gardens

- The large Fair Maps work well, consider having leaflet dispensers with them

- Liaise direct with Clean Team re extra temporary bins, emptying bins during the day, recycling etc

- Advertise additional parking sites as early and as widely as possible, and fix more signs

## APPENDIX 1 - COSTS

EXPENDITURE		
	Budget	Actual
Insurance	500.00	487.00
Insurance Add-Ons		300.00
Licences	100.00	153.11
First Aid Cover	450.00	316.80
Printed Leaflets	850.00	945.00
Equipment Hire	500.00	
Miscellaneous	400.00	
Other Printing Costs		343.52
Other Stationary		41.45
Other Consumables		42.23
Correx Board		59.35
Scaffolding		180.00
Electrical Equipment		73.97
Hi Viz Jackets		230.20
Other Equipment		18.28
Transportation costs		101.75
Miscellaneous costs		20.00
<b>Total</b>	<b>2,800.00</b>	<b>3312.66</b>
Net Expenditure	-£400.00	

INCOME		
	Budget	Actual
Participants Fees	2,000.00	2375.00
Insurance Add-ons		290.00
Waitrose Fund	400.00	610.00
EHL Pricketts		250.00
<b>Total</b>	<b>2,400.00</b>	<b>3,525.00</b>
<b>Surplus</b>		<b>£212.34</b>

### Other Sponsorship and Support

Waitrose included us in the March Community Matters Fund, generating £610; EHL Pricketts made a cash donation of £250; HPBC waived all their normal events and licensing fees, except for the Temporary Events Notices, did not charge for electricity, absorbed the loss of revenue from parking and loaned us steel barriers and other equipment; Derbyshire County Council loaned barriers and cones and allowed us the use of the Library Car Park; Buxton Well Dressing Festival loaned Road Closure signs and No Waiting cones; Crescent Hotel & Thermal Spa loaned us the road barriers and allowed the use of the Pump House roof (including electrical supply) for the bands and the Crescent compound for trader parking; the Swan Inn, Argos and Charlotte's Chocolates also provided electrical supply points; Buxton Round Table loaned us two small marquees; the Methodist Church, The Green Man Gallery, The Bath Rd Churches Centre, St Ann's Church and the United Reformed Church loaned us tables and chairs; the University of Derby provided meeting and work space and printed and laminated road closure signs as well as allowing the use of their car park by the public on the day; St Thomas More School, Andy Howe Properties, Buxton Infants School and the Santander Bank also allowed the use of their car parking space on the day; Pooles Cavern, the Green Man Gallery and Chris Hill Community Sports offered prizes for the treasure hunt; D & J Karaoke, project team members and musicians from the various bands loaned equipment for the sound amplification systems.

### Assets Acquired:

In addition to the assets previously acquired, we have three new electrical leads; 30 more Correx boards; two more Buxton Spring Fair banners (now 9 in total) - all of which can be used for future Spring Fairs and on other occasions.

## APPENDIX 2 - SUMMARY OF FEEDBACK FROM PARTICIPANTS, SHOPS AND PERFORMERS

See separate spreadsheet.

## APPENDIX 3 - COMMENTS FROM FACEBOOK AND TWITTER AND EMAILED TO US DIRECTLY

### COMMENTS FROM THE BUXTON TOWN TEAM FACEBOOK PAGES

**Val Green** - It was a brilliant day, massive well done to all concerned.

**Vicky Gordon** - Fab day. Long may it remain in Buxton

**Chris 'Tiff' Hill** - We are very proud to be involved .A great Buxton day

**Jo Duxbury** - It was a really good day. Glad that me and Jordan could help.

**Hilary Tyler** - Mist in the gardens. Watched the dancing on the market. Met the mountain rescue dogs. And enjoyed lots of attention.

**Elizabeth Jane Hill** - Lovely to see Buxton buzzing

**Caroline Small** - Thank you, thank you, thank you, thank you. It gets better and better x.

**Judy Gill** - Brilliant turnout - thanks for all your hard work

**Rachel Hoodith** - Grace Hoodith age 7 outside Minibugs Boutique selling books raising money for the charity Sightsavers.

**Nick Pearson** - Well done to the organisers. Sitting on slopes looking at the Crescent was the only low point for me - it's depressing to see it standing vacant and decaying.

**Caroline Stone** - Superb event today. Well done everyone x

**Keith Savage** - A wonderful day. Many thanks to the Buxton Town Team for making it possible.

**Peter Ellis** - And we are here today....but everyone has gone!

**Pauline Townsend** - Thanks to everyone involved for all your hard work. It was just a great day.

**Marc Haywood** - Packed river bank and bridges watching the RNLI duck race in the Pavilion gardens.

**Val Green** - Massive well done to all concerned!!!! It was an amazing day xxxxxxxx

**Caroline Newsam** - It was fabulous. Well done to the whole team. Brilliant for our lovely town

**Jenna Lee Pitt** - Ha I'm twenty seconds in sat in my stripy dress and looking very pregnant. That band were very good. I never got their name.

**Dave Kakapo Gower** - A Grand Day Out!

**Helen Davison** - an excellent day, well done, you have given pleasure to thousands, you worked so hard. Best wishes Helen

**Gemma Egerton** - Great job for another year big pat on the back Buxton town team

**Chapel-en-le-Frith Morris Men** - Great day. Well done Team Buxton

**Elizabeth Jane Hill** - Excellent day thank you

**La Maison Buxton** Great job Buxton Town Team Thanks from all at La Maison

**Marc Haywood** - I do believe I got sunburnt !!! What a day - I slept very well last night. well done everyone on the Town Team who made this happen. Now how do we beat this next year?

**Thomas Theyer Foundation** - We had a great time at the [Buxton Town Team](#) spring Fair on Bank Holiday Monday, it was a great event. We raised just over £500.00 for the foundation selling cakes. Huge thank you to everyone who baked for us and bought cakes from us. #charity #buxton

### COMMENTS RECEIVED VIA TWITTER

**@LadieshockeyBux** - Thanks **@BuxSpringFair** for today, great event & generated a lot of interest for our ladies 'back to hockey' campaign.

**@BuxFamFest** - great sign of success! Congrats and thank you for organising another fantastic fair!

**@davecG60** - no complaints here just an observation. Good weather & BH make busy times & no parking spaces.

**@bluejohnband** - thanks for brilliant organisation and sensational sound engineers

**@ChapelMorrisMen** - What a brilliant day today. Never seen Buxton so busy. Well done **@BuxSpringFair**

**@ReUseMeCo** - Thanks to all who visited our stall and to **@BuxSpringFair** team for organising a great day! Well done! A great success!

### COMMENTS SENT IN BY EMAIL OR POST

**Monk Cocktail Bar** - Just wanted to say thank you so much for organising the Spring Fair. It was a brilliant day, that we all really enjoyed, and would love to be a part of it again next year. Many thanks, Manachain

**Buxton Well Dressing Festival** - Thank you to your organisation and all your volunteers for all your hard work in putting the Spring Fair together. We know how much hard work such a day takes!! We raised a very useful £360.60 which will help towards our Festival in July. Thanks again

**Hartington Cheese & Wine Company** - I just wanted to thank you and your team for organising such a fantastic event on Monday - so glad the weather was kind too! The pitch that we had at the bottom of the slopes was perfect for us and we had so many people coming to the stall asking why we hadn't been at the event last year? They hadn't seen us obviously on the Market Place but they were really glad we were there. We had amazing feedback about all our cheeses and it was lovely to hear so many people say that they were pleased we have restarted stilton production again in Derbyshire finally. It was a relief we had the van at the side of us as we could plug it in and keep our cheeses chilled all day so the glorious sunshine didn't spoil our products. The only issue we had (although we

resolved it between us as best we could) was that the stall next to us were running 4 electrical items that used an awful lot of juice and the electrics kept tripping so it may be worth thinking about who uses the power at that point again. If they had just had a coffee machine it would have been ok. To be fair our van doesn't have a high output so we knew it wasn't that. Could you please consider us for the same pitch next year C2 as many people asked if we would be in the same spot next year so they can find us again? The one thing we did find amazing was the number of French people that came to taste our cheeses and they all bought our blue cheese. Nice to think they liked English cheese eh? Anyway thanks once again for a well organised event and we hope to see you next year. Kind regards.

**Scooters the Race** - What a fabulous event on Saturday, I really enjoyed it, well done.

**Made With a Smile** - Just to say thank you for a great day on Monday, we did really well again this year despite the wind! :)

**Vision Buxton** - What a day! Credit to you all for the organising. Enjoyed my time on the Vision Buxton stall. Managed to get some good feedback on the free WiFi project for Buxton campaign. The only sunny day sandwiched between very wet days. I suppose sun always shines on the righteous. Once again Congratulations on a fab day. Let's hope the local businesses appreciate all your endeavours! Kind regards, David

**Creative faces** - Thanks for inviting me to attend the event as a facepainter and after all the hard work of organising I'm sure it was a success. Please keep my contact details for other events but as I already mentioned I think it would be better to allocate facepainters in a more suitable space nearer the town or Pavillion Gardens which was reflected in comments made by parents I met at the event. Kind regards, Rose

**Buxton Festival** - Dear Janet, Tina and the Town Team, Congratulations on a great day yesterday. We know how much work goes on behind the scenes when putting on any event! Thanks and kind regards Liz

**Cakes by Louise** - I just thought to drop a quick note to say how nice the event was today. I was on a stall at the market hall, at first I panicked of the location and how windy it was, it took a few of us to put the gazebo up. But the was pleasantly surprised how the day went, it was such a nice atmosphere with a great variety of entertainment and music throughout the day. I received excellent feedback from my customers who were a mixture of locals and tourists. Just thought you could say thank you to your team and how well organised and fantastic atmosphere it was! I gave some positive advise on how to improve next year on the feedback sheet. Hopefully see you next year, Kind regards, Louise Lioux

**Rotary club of Buxton** - Well done to you and your team, excellent organisation, easy for us stall holders, a great for Buxton and you did it with the weather again. What about those crowds! If it carries on like this you may need to put up the full signs on the entrances to Buxton. Alan Thompson

It got better. I have been informed that we (Rotary) raised almost £1500 for Nepal on the day (not yet publicised). Colleagues at the Volunteer Centre were also very happy Thank you all Alan

**RNLI** - Many thanks for including the RNLI duck race yesterday, we had a great time and made a net. Profit of £510. Sold all the ducks and hopefully retrieved them too. Did you order the good weather? Best wishes Jackie

**Anthony Fitzgerald** - I forgot you would be heavily involved in the Spring Fair this week. It was a remarkable day once again it seemed to just happen and be a success yet I know an enormous amount of work was involved so well done to all.

**Stuart McNeil** - Hi. Having lived & worked in Buxton since 1999 I wondered if there was a benefit in a park & ride scheme for the town? I was at the recent very well attended Spring Fair and saw the frustration of motorists trying to park as a lot of the stalls were on parking places and also the tail backs of traffic trying to exit Buxton after the event. I have used park & ride schemes before Canterbury in Kent is an excellent model. The bus's could also link people in to local walks or the Monsal trail which is a dangerous ride on a bike down the A6. Best Wishes Stuart

**Pauline Townsend** - I had a wonderful day - please pass on my thanks to all who helped organise this huge operation. You all did a magnificent job. Kind regards, Pauline

**Mike Monaghan** - Janet - another wonderful day - better than ever - how do you do it ? - congratulations to you and all those who work so hard for it many thanks from me personally and on behalf of BCA Mike

**Samudra Buddhist Centre** - To The Town Team. Thank you for your wonderful efforts.

**Rachel Hoodith** - I wanted to let you know what a great day the Spring Fair was for business this year. We doubled what we took last year and we seemed to have a lot more customers that were tourists than we did last year.

**Lorna Toner** - Congratulations on hosting another great spring fair! It's become a brilliant event!

**Old Hall Hotel** - What a fab day, we loved it! Thank you so much for organising such a fab event. Vicky xx

**Pure Buxton** - What a great day! It looked like the biggest turnout so far. Congratulations Janet, Steve

**Katya Horton** - Just wanted to say thank you very much to you and everyone else who organised the Spring Fair. I really enjoyed the day on my stall and i am planning to do a few more later in the year. The place that you gave me 'under the arches' was perfect and i sold a lot of stock.

## APPENDIX 4 - LEARNING POINTS FOR THE FUTURE

### NOTES FROM THE REVIEW MEETING ON 11<sup>TH</sup> MAY 2015.

#### **Timescale**

Usual conflict with end of term and student assignments. Should start recruiting marshals, and informing them of roles, earlier. Try to correlate timing of different leaflets better.

#### **The Project Team**

Short of people as usual, need to recognise gaps sooner and nag people to help. Suggested we need a local musician who is au fait with bands requirements involved from early on.

#### **Road & Car Park Closures**

Noted the traffic wardens had no idea the Spring Fair was on, we need to be in direct contact with them next time. We did fliers under windscreens, far more HPBC notices, large bright yellow signs everywhere, Old Hall Hotel asked to advise guests - in spite of that about 6 vehicles still parked on Market Place on Monday morning, and a few blocking gates to Pavilion Gardens. Not sure what more we can do - trolley jacks to assist removing them? Also need to advise against deliveries to eg Old Hall/No6, M&S and Argos. One way system in the Crescent worked well. Two incidents of vehicles ignoring No Entry signs and barriers, on Scarsdale Place and Slopes car park, all potential entries need barriers and suggest we advise taxi companies of road and car park closures.

#### **Licensing etc**

No issues, though PRS and PPL change their rules every year.

#### **Insurance**

Same company used, and no major concerns, though need to review whether covering damage to loaned PA equipment is worth doing.

#### **Health & Safety**

Last minute request from HPBC to erect fencing alongside river by bowling green complied with - suggested we need it along the lakeside as well (Marc put up red and white tape). Hi viz jackets for marshals essential, suggest we have ones with Town Team logo (as opposed to HPBC or blank).

#### **Recruiting stall-holders**

More early bookings, but still a large proportion post the closing date. Suggest stress more the advantage of early booking - inclusion in publicity and more central location, rather than deadline and surcharge which we don't impose.

#### **Contact with shop front businesses**

Not as effective as last year, Kathryn away at crucial time, but linking with Buxton in Bloom and Spring Clean consultations did work well. More shops applied for extensions than previous years.

#### **Stalls layout**

Basically OK, but will have to rethink next year as chances the Crescent will be closed and a construction site. Having more things on the Slopes especially low down helped link upper and lower Buxton, no lack of people moving between the two. Bath Road still separate from the rest, agreed we can't abandon it but we could have more stalls here; possibly need to investigate closing High Street next year, no Crescent could be the pretext? Land train suggested for moving people, but apparently it doesn't do inclines!

#### **Issues with stalls - electrics, parking, wind**

Parking by stalls an issue in a few cases, claiming need vehicle for cool storage, need to be much more specific in instructions next year as caused problems especially with blocking Market Place taxi rank. Wind a big issue, at least three gazebos destroyed, need to add advice on gazebos and storm bars to instructions, as well as need to bring weights. Longer term we may be able to borrow stalls from Buxton Market CIC? Electrics - need to specify maximum loading and also insist on knowing power rating of what traders plan to bring, an electrician on the team would help. Marshals need to know what going on throughout the fair - difficulty though finding out what happening on Promenade.

#### **Recruiting entertainers**

Mostly the same people as before, though a few new ones and this year no drama or spoken word, also no classical. Other than that a good mix. New Bodies Gym didn't do their allocated slot on Hardwick St, Ben filled in for them.

#### **Entertainment Venues**

Hardwick St - difficult to get people to stop for music, better for dancing, maybe focus more on this in future. Boards for Appalachians a problem, had to be taken up and relocated, eg for deliveries to M&S, possible we should put additional seating there separate from the café area.

Bath Rd - good, no issues, though one singer complained about sloping ground.

Town Hall Front - no issues, all went well.

Pump House Roof - good and no major issues, but getting lots of equipment up there and down again is hard work. Did investigate loan of tele-lifter, not feasible, could investigate loan of cherry picker ... but possible venue won't be available next year anyway. Longer term if it is to be a concert venue the developers need to provide permanent safe access.

Buskers - too many on Spring Gardens and one group outside Mind were set up with electric supply - need to inform shops that is not allowed! Also need to check with HPBC re development of a policy on busking.

#### **Variety of Stalls and Events**

All agreed a good mix. We take what we can get!

#### **Advertising to the Public**

Could do more but can the town cope with more people? Had a lot of map leaflets left at the end, but could have distributed more in advance and could have handed out more on the day if all marshals had them to give out. Suggested could have a rack below each large map so people could help themselves. - weather dependent! Large maps well used, can be plastic covered if wet weather forecast. Suggested could have fixed info points, with 'i' sign, rather than people roaming around.

Facebook, twitter etc all well used and effective.

#### **Trader Parking**

Use of Crescent compound worked well, probably not available again though. Other trader parking areas all fine.

## **Public Parking and Access**

St Thomas More School and Devonshire Dome both well-used, Kents Bank Library very under-used - but people take time to find out. Need to sort out and advertise a lot earlier, via Advertiser and other means. Suggested need a map of how to find the fair at the Library car park, and that more and better placed signs needed.

## **Logistics - Preparation and on the Day**

Generally not enough people available to help during the day - usual problem of people running stalls for other organisations, and no help from Rotary Club this year. Suggested contact scouts, Lions, Soroptimists, cadets, College Public Service Students etc for help, especially with litter picking duties. Also split daytime shift in two when recruiting help, less daunting. Re sorting out plan and advising people of their role on the day, we need to do better next time. Suggest revert to Year 1 plan of allocating a leader and deputy for each area and getting them on board early on, with list of duties specific to the area, also have them assist with recruitment.

## **Clearing up After**

Better than last year, finished a lot sooner, not least because two teams with vehicles involved in collecting and repositioning barriers. Overflowing bins still a problem, need more temporary bins and also to borrow key so we can empty and fit new bags through the day, need direct contact with the Clean team. Also no facilities for recycling this year, need to borrow brown wheelie bins and green boxes. Hoops for bags would also help when litter picking, investigate buying a set. Suggested also ask permanent food shops to help by clearing up their own litter from outside rather than expecting us to do it.

## **Extras**

School Sports Day - seems to have worked well again.

Treasure Hunt - lots handed out but no completed forms received, maybe too much for people to do.

Crescent Hoardings Hands - successful, three blank panels painted up, the handprint method works and was popular, and it promoted Buxton in Bloom.

## **Feedback**

Three separate forms for stallholders, shops and performers - much improved if not yet perfect. Good percentage of responses from stallholders, overwhelmingly positive; very few from shops and performers, need to specify better that this is part of marshals' job, and get handed out and collected in on the day more effectively.

## **Other comments**

Ale Stop had extension onto road, when road re-opened relocated to Methodist Church front, not welcome, need to mention this to them if want to do same again.

Banner from outside the Cheshire Cheese has gone missing, Janet will ask at pub, also of whoever dismantled Bath Rd site.

## **FURTHER COMMENTS FROM MARSHALS SENT IN BY EMAIL**

### **1. What worked particularly well, such that we should continue doing it?**

The spring fair brings lots of people into the town which is good business for the pubs, cafes and shops. It's exciting and has a good atmosphere.

Overall everything seemed well organised. Signage, delegation of roles for helpers, setting up, packing up all seemed to work well. If it isn't broken don't fix it.

The fair ....it was great! The great mix of stalls etc.

I liked the opportunity to speak to people, those visiting & those with their stalls.

### **2. What did not work well, such that we should stop it or change it?**

I cannot think of anything negative to say about the spring fair.

Given the high volume of visitors I think we should aim to have marshals located strategically all around the town. I was set to manage traffic at the pavilion gardens up to 10am but actually I stayed pretty much the whole day and handed out leaflets and maps by the box load. I was getting lots of questions from visitors so having marshals doing this in a more structured way would be beneficial for visitors and also for safety. Had there been an incident, members of the public would look to the fluorescent jackets for assistance so I think we have a responsibility to make sure the event is marshalled throughout the day.

Stalls at Bath Road said they felt out on a limb and would prefer to be on Market Place or in Crescent.

Litter was a big problem in and around the pavilion gardens. I used about 6 large bin liners to gather overflowing rubbish from the bins and surroundings. Rubbish collection needs to be addressed because the bins were overflowing by midday.

Clearing up . greater clarity of roles as well as the area to be cleared e.g. litter picking, taking signs down etc. So should be told the area and the job.

The one disappointing thing was that we had to queue for 40 minutes for a Tia Curry (we love their food) in Pav. gardens. There were only two people working on the stall. Since our day was v busy it meant we couldn't get round all the stalls and events.

### **3. What new things or improvements could be made?**

Something more to entertain the children like Punch and Judy or something on those lines, in the street not just the park. Signage was good but not weatherproof. had it rained or drizzled the paper signs would have been useless. Think about weather proofing them for next time perhaps.

More temporary litter bins, recycling . I picked up a lot of glass bottles and cans etc which went in the general waste.

I think all volunteers should have fluorescent jackets that denote that they are Town Team and volunteers. Most of the jackets had the council's logo on them and the public thought that people were employed by the council.

### **4. Why did you volunteer and give your time to help?**

I volunteered because I am proud of Buxton and want to do my bit and help in any way I can to improve my town even if it is only litter picking ( litter is one of my pet hates).

It's my town and I am proud to help it succeed. It can only succeed with help from willing volunteers. It was fun and it feels good to be part of something like this.



Volunteered for no specific reason.

Great fun! I love Buxton and want everyone else to love it too!

I was a willing volunteer, wanting to do my bit to support this great Fair.

I volunteered because it was something to help my community. It's easy to 'take all' but people have to graft in order to make it work as smoothly as it does. And so many do for this brilliant occasion. I didn't mind at all working the evening before, early am on the day and helping to clear up. Most people were very co-operative.

**5. Have you any other comments or feedback?**

I think it's good to involve the children e.g. cleaning the railings. If we can encourage the children to be proud of our beautiful town that's got to be a good thing.

I think we should have more brochure/maps points around the town. Maybe have some static dispensers for people to help themselves or make sure all marshals have a stock at all times. Any left over at the end of the day are waste paper. I went up to the town team tent 4 times to collect stock to hand out at the pavilion gardens.

A good day seemed to work well from our stall holder view, from a clean-up view at 5pm much less rubbish on Crescent/slopes than previously ? more cleaning was done during the day?

Heard criticism that stalls down Spring Gardens all seemed to be charity stalls . much better selection in other areas.

Everyone I have spoken to thought it was a great day and want one every bank holiday!

I don't know if it important or not but most people did not realise that it was a Town Team Project.

All the feedback I got from the Market Place was very positive & they would want to return next year if there was a Fair. The visitors were enjoying it, there were so many different things to interest them. Obviously the donkey rides were very popular!

**From Jean Ball, a few random thoughts:**

We have been lucky with the weather 3 years running . perhaps we need to be prepared in case our luck changes. Bath Rd area just does not get the footfall . should we fill the market place etc more densely before spreading there? I know it is part of Main St but since GMG moved it is rather thin. Might Cheese, Sun & Queens use their yards to increase draw up this way?

Printed maps would be more useful if stalls listed alphabetically . even if list incomplete due to later entries.

An idea we had year one for when the Fair gets established (which it is now) was to invite the diaspora to return for the weekend . make this the weekend you come back and enjoy / contribute to Buxton . good for local pride and the economy.