

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Buxton Garden Trail 2017

2. Brief Description:

A two day event based around private gardens opened to the public and with some featuring art displays, story-telling and plant sales.

3. Aims:

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)

- Part of a developing programme of events forming a 'fringe' to the RHS Chatsworth Show which starts this year.
- To encourage visitors to Buxton and showcase the town as a gardening destination.
- To develop and encourage the gardening community throughout Buxton

4. Detail of what is involved:

(The more detail you can give the less chance of queries and consequent delay)

The event will take place on Sat 10 and Sun 11 June 2017. The aim is to have 20+ gardens open, some featuring art, literature or having refreshments available. A map will be produced showing the gardens with a short commentary and access information. These will be sold for £3 and serve as the entrance ticket for both days. Children will be free.

5. Alternatives Considered:

(If there were other ways of going about the project, why did you reject those and choose this?)

The popularity of the 2016 event led to immediate calls for it to be repeated so the format is being improved rather than radically altered.

6. Timescale:

(Specify start date, completion date and any particularly important dates along the way)

Jan - contact previous trail gardeners with a 2017 invitation. Design recruitment form.
Feb - publicity via Pure Buxton and local outlets. Contact map sale locations.
Recruitment forms out.
March - design flyer & poster
April - circulate flyer & poster. Order other publicity (banners, kites etc.)
May – week 1, local press, radio and promotion via clubs, week 2 finalise map & print
week 3, distribute map to sale locations.

7. Expenditure:

(Give full breakdown of estimated costs, whether firm quotations or level of accuracy; indicate timing)

Recruitment flyers - £50, Event flyers and posters – £100
Banners/large posters – £200
Bunting (to demarcate open gardens) – £20
Maps - £200, Misc. - £30 = £600

8. Income:

(Is there any scope for generating revenue for the Town Team, if so please specify)

The aim is to sell around 500 maps (460 in 2016) which should bring in over £1200 after commissions.

9. Other Organisations:

(If this is a joint project, what other organisations are involved and how?)
n/a

10. Funding offered from elsewhere:

(If other organisations are willing to contribute - how much, what for, any provisos?)
Possibility of third party sponsorship being investigated

11. Promotion & Publicity

(What are your plans to promote the project? Note all promotion must have Communications Group approval)

Pure article, February 2017. Local press, radio and distribution of flyers and posters.
Possible link to Peak District advertising via Philip Barton/VB Marketing Group.
Already publicised on national 'Open Gardens' website.

12. Project Team Leader:

(The leader is responsible for delivering the project on time, controlling expenditure and regular progress reports)
Jo Holdway

13. Other Project Team Members:

(List everyone who is working on this project, and their specific role if any)
Dave Holdway, Ali Quas Cohen, Roddie MacLean + others in discussion

14. Skills Check:

(Refer to Appendix. List all the skills this project will need and indicate who on the team has them)


Experience of previous event – all
Graphics – Ali, Map – requesting TT involvement
Collate gardens information, links to gardeners, groups etc. – Jo & Dave

15. Success Criteria:

(How will you measure the success of the project?)

20+ gardens open. 500 maps sold.
Positive feedback from garden visitors, owners and artists/performers.
Engagement from owners in developing the event
Money raised for other charities by efforts of individual gardeners.

16. Any other Relevant Information:

Adopted as a Town Team Project:	Agreed Budget: £ 600.
Signed by 	Date: 24 / 01 / 17
On behalf of the Town Team Board	