

# BUXTON TOWN TEAM PROJECT PROPOSAL FORM

1. **Name of Project:** **Merchandise**

2. **Brief Description:**

Production and retail of:

- Tea towels (design incorporating the visual from the Academy of Urbanism)
- Jigsaws (illustrated map design)

3. **Aims:**

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

The projects aims are:

- Promotion of Buxton through saleable, branded items
- Raise funds towards other BTT initiatives
- Promotion of Buxton Town Team

4. **Detail of what is involved:**

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

Researching suppliers

Costing and budgeting

Finalising retail and trade price/s

Deciding final product – design, packaging etc

Canvassing prospective retailers

Selling!

5. **Alternatives Considered:**

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

We have been in discussion with HPBC with a view to the Pavilion Gardens producing branded merchandise but there has been no progress to date, so BTT have taken up the mantle. A meeting is being set up with the Pavilion Gardens to discuss their selling the goods for us.

6. **Timescale:**

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

An immediate start date is necessary to ensure that stock is available in early November for the pre-Christmas selling period, This would include having the merchandise available on BTT stalls at the November and December Artisan Markets.

Sales would then be ongoing, with a review of the sales and income in April 2015.

7. **Expenditure:**

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

The proposal is to invest in 200 tea-towels and 48 jigsaws. Costs are estimated as follows:

Tea-towels:

Purchase cost including packaging	440.00	based on quotation from Stuart Morris Textiles estimate
Artwork	90.00	
Delivery	7.00	
VAT	<u>107.40</u>	
Total costs of tea-towels	<u>644.40</u>	

Jigsaws:

Purchase cost including insert	343.20	based on quotation from Ryco Originals
Set-up charge	20.00	based on quotation from Ryco Originals
VAT	<u>72.64</u>	
Total cost of jigsaws	<u>435.84</u>	

Total investment for both products **£1,080.24**

Please see the accompanying spreadsheet for full details of the costings for this and for alternative options and quantities.

The total budget requested includes an allowance of up to £70 for promotional activities.

**8. Income:**

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

It is proposed that the retail selling price is £5.99 for the tea-towel and £15.99 for the jigsaw. For sales via third parties, the retail margin would be between 25% and 40% dependent on quantity purchased. Assuming that 50% of sales would be direct and 50% through retailers, at an average 33% margin, anticipated income would be:

Tea-towels:

Direct sales	599.00
Sales via third parties	401.33

Total income from tea-towels	998.33
Total anticipated income from both products	

**Potential Combined Profit**

Jigsaws:

Direct sales	383.76
Sales via third parties	255.84

Total income from jigsaws	639.60
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**£1,637.93**

**£500 approx**

**9. Other Organisations:**

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

Other organisations who will be involved in retailing the products include:

TIC/HPBC

Green Man Gallery

Buxton Civic Association

Selected Buxton retailers

**10. Funding offered from elsewhere:**

(If other organisations are willing to contribute - how much, what for, any provisos?)

None

**11. Project Team Leader: Tina Heathcote**

(The leader is responsible for delivering the project on time and within budget, and for regular progress reporting)

**12. Other Project Team Members:**

(List everyone who is working on this project, and their specific role if any)

Philip Barton

**13. Skills Check:**

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

The team have the required expertise and knowledge.

Finance, cost control, purchasing - Philip

Marketing, retail and design - Tina

**14. Success Criteria:**

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

We recover our outlay within 6 months by selling two-thirds of the initial stock.

**15. Any other Relevant Information:**

Other merchandising opportunities will be explored whilst carefully monitoring this first tranche.

**Adopted as a Town Team Project:**

Signed by



On behalf of the Town Team Board

**Agreed Budget: £1150**

**Date: 16<sup>th</sup> September 2014**