

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Talking Signposts 2016

2. Brief Description:

Provide informed members of the Town Team and other volunteers at one or two strategic points in the town to direct visitors to places of interest and to provide other local information.

3. Aims:

To enhance the visitor experience by ensuring that they find their chosen destinations.
To suggest visits to key features and parts of the town which they might otherwise not see.
To provide information about activities and events in the town.
To maximise "visitor spend" by introducing them to events and shops which they might otherwise miss.
To extend similar help to local residents who need and request such guidance.
To capture market information about the visitors.

4. Detail of what is involved:

The 'Talking Signposts' will be deployed through July and August, whenever there are volunteers available. They will cover up to 4 hours a day, working two hour shifts. The primary location will be near the Turner Memorial, but if more than one volunteer is available the second can meet trains at the station, or be located in a different place.
Volunteers will be recruited from the members of Buxton Town Team, those who took part last year and via contacts with other voluntary organisations. They will be briefed in advance and provided with relevant information, maps, guides, programmes and so on. They will be provided with Town Team 'branding' and also be clearly identified as being there to give tourist information.

5. Alternatives Considered:

Maps and signposting are the only other options, but whether temporary or permanent, are far more expensive. The personal nature of the Talking Signpost scheme also goes down well with its users.

6. Timescale:

By 30th June: set up rota sign-up system and start to recruit volunteers
w/c 1st July: briefing meeting for volunteers if required
1st July to 31st August: Talking Signpost service in operation

7. Expenditure:

One notebook: £5
Total cost therefore around £5

8. Income:

None identified.

9. Other Organisations:

Additional individual volunteers will be recruited from the membership of other groups within the town, but there will no formal partnership.

10. Funding offered from elsewhere:

None.

11. Project Team Leader: John Jansen

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

12. Other Project Team Members:

Town Team members involved to date: Kate MacLean, Janet Miller, Helen Davison, Gina Sheppard, Wendy Wardle, Philip Barton, Kathryn Barton, Andy Parker, Margaret Charlton, Adrian Brown, Eileen Smith, Ellen Wolliscroft.

13. Skills Check:

Project management - John

Links with other organisations - John, Helen

Press releases and other publicity - Tina, Janet, Andy, Matthew, John Phillips

14. Success Criteria:

We recruit at least as many volunteers as last year

At least 80% of the planned shifts are staffed, with at least one volunteer on each

The average numbers of enquiries per shift is at least as high as last year

Feedback from visitors about the service is positive

The scheme is covered by the relevant local media

The volunteers report back positively and are willing to do it again

15. Any other Relevant Information:

2013

The concept was trialled for two weeks over the Buxton Festival period in July 2013, with 21 volunteers covering 41 two hour shifts over the Festival Fortnight. Around 700 enquiries were dealt with in this period (an average of 17 per shift), with a full record kept of these. The trial was agreed to have been very successful, but it was noted that most users were general visitors, and not in Buxton for the Festival.

2014

Again, 21 volunteers. 60 shifts in July – 12 shifts not covered. 16 shifts in August – 52 not covered. 1763 interactions in July, 447 in August. A total of 2210 interaction. As most enquiries are from at least two people, at least 4420 people were influenced by the BTT Talking Sign Posters

2015

Less volunteers than previously, although 45 BTT members approached. 42 shifts in total: 31 in July with 794 interactions. 12 shifts in August, 400 interactions (interactions not logged on one shift). A total of 1194 interactions. Weather poor.

Adopted as a Town Team Project:

Agreed Budget: £50—

Signed by



Date:

15 June '16.

On behalf of the Town Team Board