

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Vox Pops

2. Brief Description:

Short videoed interviews with residents, retailers, business people, students and visitors to achieve an impartial view on what people think about Buxton and why, and also on what could improve the town.

3. Aims:

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)
To achieve a 'snapshot' view of people's perceptions of, and ideas for, Buxton in September 2014.
To encourage debate and understanding of the town
To share the information with key stakeholders in the town
To enhance the reputation of Buxton Town Team
To raise the profile of Buxton Town Team

4. Detail of what is involved:

(The more detail you can give the less chance of queries and consequent delay)
Production of a series of filmed interviews with a range of Buxton 'users' in several locations, predominantly on the 'Main Street' but also the Pavilion Gardens and Ashwood Dale Park and, possibly the Dome (permission may be required).
Permission will be sought, and recorded, of each interviewee and the possible distribution of the interview prior to recording their comments.
Questions to be asked would be open, always the same and no more than three.
Once the interviews have been gathered they will be analysed as to content – either mainly in favour of Buxton or mainly against and any interview compilations which are aired would be presented in those proportions to ensure impartiality. Comments on improvements would be handled in the same, proportionate way.

5. Alternatives Considered:

(If there were other ways of going about the project, why did you reject those and choose this?)
We could have used Talking Signposts to gather information on perceptions, but a brief survey of visitors was undertaken in 2013 by the Signposters and logging the information on paper was considered cumbersome by some and was naturally limited to visitors.

6. Timescale:

(Specify start date, completion date and any particularly important dates along the way)
September 2014 to early December 2014
Interviews will be undertaken at different times of day and different days of the week to capture a good cross section of people. For example: Spring Gardens car park – weekday and Saturday shoppers; Spring Gardens and Market Place – shopkeepers and other traders; outside Opera House – theatre goers; Ashwood Park/Pavilion Gardens – families at leisure/visitors; University – students, staff and visitors; employment premises – staff and owners; voluntary organisation - volunteers....

7. Expenditure:

(Give full breakdown of estimated costs, whether firm quotations or level of accuracy; indicate timing)
None envisaged

8. Income:


(Is there any scope for generating revenue for the Town team, if so please specify)
Probably not

9. Other Organisations:

(If this is a joint project, what other organisations are involved and how?)
This is not envisaged as a joint project but other local organisations may be approached for permission.

10. Funding offered from elsewhere:

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

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) Andy Parker	
13. Skills Check: (Refer to Appendix. List all the skills this project will need and indicate who on the team has them) Having read the Skills List, we are confident that the Vox Pops team have sufficient skill, knowledge and contacts to ensure a successful outcome. Andy has the technical skills required as well as appropriate contacts. Tina has marketing and media skills. Both are good negotiators.	
14. Success Criteria: (How will you measure the success of the project?) Viewers of the final material making positive responses and recognising the Town Team as the vehicle which has acquired specific, useful information about the town and its users. The requirement by other organisations for this to be an annual, or biennial, exercise which will effectively measure the perceptions of progress for the town At least 50 usable interviews If used on social media, a high numbers of hits; compared with usual impact, which is logged Usage at the 2020 Vision conference if this is approved.	
15. Any other Relevant Information:	
Adopted as a Town Team Project:	Agreed Budget: £ 0.
Signed by 	Date: 16/07/14.
On behalf of the Town Team Board	