

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: *Revive & Thrive Competition with Blachere Illuminations*

2. Brief Description:

Win up to £10,000 Christmas Lights for your town. All new Revive & Thrive Competition with Blachere Illuminations

3. Aims:

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)
Enter a competition to win Christmas lights which will create a winter festival atmosphere in which the community and its retailers can benefit by adding sparkle to the peak shopping period. It could also pull in more visitors.

4. Detail of what is involved:

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

The Questions

To be in with a chance of winning one of the prizes answer the following –

Q1 – Describe the benefit to your town or city centre of having Christmas lights in its centre (max 700 words) 20% score

Q2 – Describe how your town or city centre benefits from a Christmas light switch on event (max 700 words) 10% score

Q3 – Describe or draw/design the ideal Christmas light installation for your town or city centre (max 1000 words. Visualisation permitted in any format) 40% score

Q4 – How could you quantify the value to your town or city centre from Christmas lights

(a) Economically (max 400 words) 15% score

(b) Socially? (max 400 words) 15% score

5. Alternatives Considered:

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

None

6. Timescale:

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

Launch day 2nd March 2015

Registration of Intent opens 2nd March 2015

Close for applications 26th June 2015

Finalists announced First two weeks of July date to be confirmed

Presentations 9th September 2015 with the winner announced same day. Venue TBC.

presentations can be delivered via live video for any applicants over 200 miles from the venue.

7. Expenditure:

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

No cost

8. Income:

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

Income in kind:

Either £10,000, £3000 or £1000 worth of Christmas lighting for the town

Other income: more visitors = more spending

9. Other Organisations:

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

Buxton Sparkles in an advisory capacity

HPBC re their ability to erect, dismantle and store any lights received.

10. Funding offered from elsewhere:

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

N/A

11. Project Team Leader: *Roddie MacLean*

(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)

Jean Ball, Andrea Lewis, Dave Golding (graphics)

13. Skills Check:

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

Analysis of issues – all

Knowledge of existing provision – Andrea Lewis (+ Dave Rawding identified as HPBC contact)

Experience of urban lightling projects – Jean Ball

Creativity – all

14. Success Criteria:

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

We will win or lose!

We use the learning to inform future projects and discussions with HPBC

15. Any other Relevant Information:

details here: <http://reviveandthrive.co.uk/revive-thrive-christmas-light-competition-sponsored-by-blachere-illuminations/>

It is proposed that lights are described (in the text and visualisation) in or between the trees forming the main avenue up the Slopes. This will create a visual connection between lower and higher Buxton encouraging people to move between the areas for shopping. The trees in the avenue are also amongst the highest in the town so will be visible from a wide radius, encouraging visits. Their visibility from Pavilion Gardens is particularly relevant, indicating a destination beyond the gardens (ie the rest of the town!) and inviting the possibility of a more 'joined up' approach to the lights switch on and to the retail experience across the town.

Initial reaction at high level in the Council was supportive but concerns have been expressed by the officer responsible for the 'putting up' budget that Buxton already takes the lion's share of what is a Borough-wide pot. We suggest that written expressions of support, which are not required by the competition, are not sought at this stage and that we cross that bridge if and when necessary.

Adopted as a Town Team Project:

Agreed Budget: £

Signed by



Date:

23/6/15.

On behalf of the Town Team Board