

**BUXTON TOWN TEAM
PROJECT PROPOSAL FORM**

1. Name of Project: Talking Signposts 2017

2. Brief Description:

Provide informed members of the Town Team and other volunteers at one or more 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 present a friendly, welcoming face.

4. Detail of what is involved:

The 'Talking Signposts' will be deployed primarily during the Buxton Festival and Fringe, and at other busy periods during the summer, whenever there are volunteers available. They will cover up to six hours a day, working in shifts of increments of one hour. The primary location will be near Turner's Memorial / the town map, but some Signposts may prefer to be itinerant.

Volunteers will be recruited from the members of Buxton Town Team, those who took part last year and via contacts with other voluntary organisations. A recruitment / briefing evening will be held at the Old Hall Hotel on 21 June, led by Derek Bodey.

Talking Signposts will be provided with relevant information, maps, guides, programmes and so on. They will be provided with Town Team 'branding' (tabards and bag) and also 'i' badges to show that they are there to give tourist information.

As an addition to the service provided in previous years, it is suggested that we might have 'Can I help you?' badges that Signposters can wear whenever they are about town, so they feel able to approach visitors who are struggling with maps or seeking information around the town generally, at any time. Of course, they will not carry tourist information.

5. Alternatives Considered:

Maps and signposting are the principal 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.

Having 'Can I help you?' badges as an alternative to Talking Signposts may be considered if insufficient volunteers come forward or other logistical issues cannot be resolved.

6. Timescale:

Informal Signposting as an extension of the 2016 project: Bank Holiday Weekend & half term, 27 May – 04 June.

By 04 June: set up rota sign-up system (Doodlepoll) and start to recruit volunteers; send out publicity for 21 June recruitment evening

Wed 21 June: recruitment / briefing meeting for volunteers at Old Hall Hotel, led by Derek Bodey

08 July to 28 August: Talking Signpost service in operation

7. Expenditure:

- Notebook for recording interactions (& data about visitors, if proffered) (Consideration is being given to providing a form for Signposters to complete at the end of their shift, to ensure the same sort of information is collected for each shift)
- New 'i' badges for tabards
- 'Can I help you?' badges, if this proposal is agreed in addition
- New retracting pole for lollipop 'i' sign, if required

Total cost assumed to be under £50

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: Kate MacLean

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

12. Other Project Team Members:

Derek Bodey; (Margaret Charlton to be approached)

13. Skills Check:

Project management – Kate MacLean

Links with other organisations – Kate, Derek (email contacts already identified; 'save the date' email has been sent to the Civic Association to promote 21 June recruitment evening via BCA Newsletter)

Press releases and other publicity – Town Team communications group (John Phillips has agreed to do a piece for the Advertiser, including interviewing previous Signposters about their experience)

We need:

- A place to store the signposting kit and literature, as Divine Trash & Minibugs are not available
- Someone to make 'i' badges (and 'Can I help you?' badges, if this proposal is agreed)
- Someone to refurbish the 'lollipop' portable sign and find somewhere (and means) to site it
- Supplies of maps, Fringe booklets and TIC literature

14. Success Criteria:

We will recruit sufficient volunteers to have a presence during busy periods

Volunteers will enjoy being Talking Signposts

Volunteers will come forward to be the more casual 'Can I help you?' Signposters

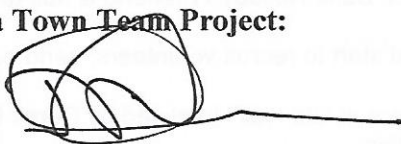
Feedback from visitors about the service is positive

15. Any other Relevant Information:

The scheme operated successfully in 2013, 2014 and 2015. It appeared to be less successful last year, as volunteers were spread too thinly to make a reliable, regular presence, however as the notebook was lost, we have no formal data about the number of visitors assisted. This year, volunteers will be encouraged to fill the weekend slots first. Also, the shifts will be for increments of one hour, at times that suit them, rather than expecting someone to volunteer for two hours over lunchtime.

Adopted as a Town Team Project:

Signed by



On behalf of the Town Team Board

Agreed Budget: £ 50 -

Date: 23 May 2017