

**BUXTON TOWN TEAM  
PROPOSAL FOR A SUPPORTING ROLE**

**1. Name of Project:** **GeoTask** ([www.geotask.co.uk](http://www.geotask.co.uk))

**2. Lead Organisation:** **Vision Buxton**

**3. Other Organisations Involved:**

(If other organisations other than Town Team are being asked to support this, please list them)

**4. Description of the project:**

(What the project aims to achieve, and a brief description of what is involved)

GeoTask is an information gathering app which records the movements of those individuals who voluntarily sign up to take part, via the use of a GPS signal from their mobile device. It is then possible to map movement patterns and 'dwell times' around a town. The operators hope that a minimum of 200 volunteers in any given town will start to provide useful data. The value of the data improves with the number of participants. Many local towns are also participating (Stockport was an early starter) and volunteers' information will be gathered in any participating town – so the number of towns involved will also improve the data set. It is hoped that the information will be of use to existing businesses but also used to attract new tenants to vacant units by demonstrating patterns of movement and footfall.

**5. Expenditure & Funding:**

The initiative is free for the first twelve months (year 1). Information collected by GeoTask is likely to be charged for in year 2. VB will review the value of the data and either pay for this as a benefit to members (if access to data is seen as an incentive to membership), by asking members to pay a contribution to obtain the data or will cease participation in the scheme.

**6. Timescale:**

Roughly calendar year 2016 is year 1. Continued involvement will be subject to VB decision. Individuals can unsubscribe at any time.

**7. Town Team Involvement:**

(What exactly is the Town Team being asked to do in support of the project?)

The Town Team is being asked to:

Publicise the project to its members, who have been identified as already engaged with promoting the prosperity of the town and who may therefore be 'easy wins' for participation.

Go to [www.geotask.co.uk](http://www.geotask.co.uk)

**8. Benefits from the Project and from Town Team Involvement**

As a new initiative the value of the data collected will need to be monitored but there is a clear link between the number of participants and the potential quality and usefulness of the information, so anything BTT can do to assist in attracting participants will benefit the project.

Assistance to VB helps to reinforce our collaborative approach.

Individuals taking part are entered into weekly and monthly draws for a variety of voucher prizes – from PayPal to M&S.

Information on movement patterns around Buxton, particularly with regard to the development of the Market, could prove useful to BTT and to Buxton Markets CIC.

**9. Contacts & Liaison:**

(Who is the main contact from the Lead Organisation, how will we maintain links with them?)

Philip Barton (VB Director and BTT Treasurer) is main contact. Roddie MacLean secondary.

**10. Any other Relevant Information:**

Roddie MacLean said "The Town Team has always felt there is huge value in better connecting up what Buxton already has to offer. Volunteering to use this app will help us learn how people move between different areas and seeing how this changes with developments such as the new Buxton Markets...starting in the Spring, will be fascinating – and help identify where further work is needed."

**Approved for Town Team Support:**

Signed by



On behalf of the Town Team Board

**Agreed Budget:**

£nil

**Date:**

28<sup>th</sup> January 2016