

BUXTON TOWN TEAM PROJECT PROPOSAL FORM

1. Name of Project: TOUR OF BRITAIN 2015

2. Brief Description:

The project aims to derive benefit for the town from the Tour of Britain passing through Buxton on Friday 11th September.

3. Aims:

(Specify exactly what the project is intended to achieve. This must fit in with Town Team objectives)

The project aims:

1. long term - to promote Buxton to a wider audience via TV and other media
2. short term - to attract visitors to the town on the day and in the weeks following the event
3. to promote Buxton Town Team as an organisation.

4. Detail of what is involved:

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

The main element of the project will be a prominent installation in the town centre constructed from old bicycles, hung from a scaffold tower. The bicycles would be painted in rainbow colours formed into a spiral or pyramid. This feature would be built for the Stage Event on 11th September, but will remain in place for a number of weeks following this.

Alongside this, if sufficient bicycles can be obtained, we would fix rainbow bikes onto railings, hoardings and other suitable supports, marking the route of the Tour through the town. With the requisite permissions, rainbow bicycles could also be painted on blank walls along the route.

Banners with a suitable slogan will be produced, promoting Buxton as a great place to visit.

We will also encourage other businesses and organisations in the town to get involved by decorating their premises, or organising events of their own; we will help co-ordinate these and with joint publicity.

5. Alternatives Considered:

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

A themed market was considered, but rejected due to the lack of a suitable space (the Market Place will be in use by the Tour stage organisers) and doubts as to whether the numbers it would attract would justify the effort involved, given that it is a Friday in school term time.

6. Timescale:

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

28th July - project presented to directors for approval

29th July to 9th August - initial publicity, contact made with businesses and organisations in the town

10th August - 6th September - bicycles collected, materials procured, detailed plans agreed

w/c 7th September - scaffold tower erected, bicycles and banners put in place

11th September - Tour of Britain takes place

to at least mid-October - bicycle installation remains in place as a visitor attraction.

7. Expenditure:

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

An estimate of the likely costs is as follows:

scaffolding	£200	almost certainly available as a donation in kind
paper & printing	£20	
paint for bicycles	£100	
paint and material for banners	£50	
cable ties and other fixings	£30	
Total likely cost therefore	£400	

However we would aim for much of this cost to be covered by donations in kind from local businesses.

8. Income:

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

No opportunity for direct income has been identified, however we will approach likely businesses and other organisations for sponsorship either in cash or as donations in kind.

9. Other Organisations:

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

Other than liaising with HPBC, no other organisations are involved as yet, but we hope they will be.

10. Funding offered from elsewhere:

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

The bicycles will be sourced for free from the various places where unwanted ones collect.

For much of the costs (scaffolding, paint etc) we will approach businesses for donations in kind.

For other costs we will approach regular community funders such as Waitrose and Santander, and also businesses in the town eg Nestle.

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)

Claire Millard, Dave Carlisle, Janet Miller, Jim Marriott, Viv Marriott - others to be recruited.

13. Skills Check:

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

Project management & cost control - Tina, Janet

Press & Publicity - Tina, Janet

Health & Safety - Claire, Dave

Engineering & Construction - Dave, Janet

Artistic vision - Claire

Banner making - Janet

Good links with businesses, voluntary organisations - Tina, Janet, Claire

Good links with schools - Viv

14. Success Criteria:

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

We build an attractive installation that people want to come and see

It is completed in time and within budget

We generate positive publicity about the event in print and social media and on the TV

We generate positive publicity about Buxton Town Team

Other organisations and businesses in the town join in with decorations and their own events

15. Any other Relevant Information:

Adopted as a Town Team Project:

Agreed Budget: £ 400 -

Signed by



Date: 28/07/15

On behalf of the Town Team Board