

# BUXTON TOWN TEAM PROJECT PROPOSAL FORM

**1. Name of Project:** BUXTON OPEN GARDENS 2016

**2. Brief Description:**

A two day event based around private gardens opened to the public, including gardens of special interest, and with some featuring art displays, workshops, story-telling or plant sales.

**3. Aims:**

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

The aims of the project are:

- to act as a pilot scheme for events based around the RHS Chatsworth Show starting in 2017
- to encourage visitors to Buxton and start promoting Buxton as a gardening destination
- to encourage people with gardens in Buxton to improve standards and get the best from them
- to develop and encourage the gardening community in Buxton
- 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)

The event will take place on 11<sup>th</sup> & 12<sup>th</sup> June 2016. We aim to have 10 to 15 gardens open, with art and literature presentations in some of the gardens, and 'watering holes' en route. We will produce a map showing the gardens route with a short commentary on each garden. This will be sold for £5 and will serve as the entrance ticket to the gardens, allowing entry for 2 people, with children free.

Participants and visitors will be asked to provide feedback.

In parallel Burbage WI will provide refreshments for sale at Christ Church on the Saturday and in one of the gardens on the Sunday.

**5. Alternatives Considered:**

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

We could wait until 2017, but a pilot will gain us valuable experience and help generate early publicity.

**6. Timescale:**

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

Immediately - circulate entry forms and recruit participating gardens

January 2016 - liaise with artists, performers etc and start drawing up the map

- involve local schools in designing posters and leaflets

- make contact with eg hotels and B&Bs, TIC, Pavilion Gardens etc

February 2016 - early publicity drive eg via Pure Buxton and other local outlets

Early May 2016 - major publicity drive via local press & radio, garden clubs, local churches etc

- finalise map and get it printed

Late May 2016 - Maps on sale at least 2 weeks before the event

11<sup>th</sup> & 12<sup>th</sup> June - Open Gardens Weekend

**7. Expenditure:**

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

Estimated costs are:

Printing 500 A4 folded maps	£ 262	(based on Print Express standard on line prices)
Gardens signage no more than	£ 100	(estimate for entrance & information signs, laminated)
Miscellaneous stationary costs	£ 50	(estimate for ink and paper for eg posters, entry forms)
Event Insurance	£ 104	(based on EIS standard cost for up to 500 visitors)

Total costs therefore can be kept to below £ 500.

**8. Income:**

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

We aim to sell 100 maps/tickets at £5 each, bringing in revenue to Buxton Town Team of £ 500.

Burbage WI will keep the income from the sale of refreshments. Any income from plant sales, workshops etc will be kept by the providers.

**9. Other Organisations:**

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

Burbage WI will provide refreshments alongside the event.

Burbage Gardening Club are holding their own Open Garden event on the following Monday for members and guests, they will be involved in planning the event and in combined publicity.

We will involve Buxton Arts Trail artists re providing artwork, also individual artists and performers. The project team will liaise closely with Buxton in Bloom and other gardening projects in the town.

**10. Funding offered from elsewhere:**

(If other organisations are willing to contribute - how much, what for, any provisos?)  
Burbage WI will cover their own costs for the refreshments.  
No other external funding has been offered.

**11. Project Team Leader: Jo Holdway**

(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)  
Dave Holdway, Gary Mellor, Simone Harch  
Other people may be recruited as the project progresses.

**13. Skills Check:**

(Refer to Appendix. List all the skills this project will need and indicate who on the team has them)  
Publicity, graphic design, advertising - Gary  
Collate gardens information and create route map - Dave  
Good links with artists, musicians and other performers - Simone  
Good links with Burbage Gardening Club, WI, Church and other organisations - Jo

**14. Success Criteria:**

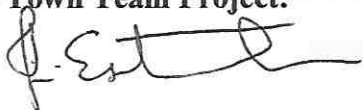
(How will you measure the success of the project?)  
At least 10 gardens open on both days  
At least 100 maps sold  
Positive feedback from visitors to the gardens, garden owners and artists/performers  
Expressions of interest from other organisations for a bigger event in 2017  
Positive publicity about the event in all local media

**15. Any other Relevant Information:**

The impetus for the event is the new RHS Show at Chatsworth, due to launch in June 2017. The aim is for Buxton to host a major set of Garden Fringe events, which would include an Open Gardens event, as well as possibly literary talks, garden craft displays, exhibitions, garden related fairs and markets, garden themed performances at the Opera House and so on, so that Buxton becomes a key additional destination for visitors to RHS Chatsworth.  
This project will act as a pilot project, to gain experience and also generate interest in the community, with a view to a much larger range of events being organised from 2017 onwards.

**Adopted as a Town Team Project:**

Signed by



On behalf of the Town Team Board

**Agreed Budget:** £ 200-00  
but aim to break even

**Date:** 18/11/15