

## BUXTON TOWN TEAM PROJECT PROPOSAL FORM

### 1. Name of Project: **BUXTON SPRING FAIR 2016**

### 2. Brief Description:

Hold a fourth Buxton Spring Fair, on bank holiday Monday 2<sup>nd</sup> May, similar to the previous three - an 'Open Day' for the town, where new and existing local businesses, community groups, artists and entertainers can demonstrate their offers in a festive environment.

### 3. Aims:

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

To consolidate the idea of 'One Main Street'

To advertise the existence and value of the Town Team to residents, and recruit new members

To promote Buxton to residents and visitors as an interesting and exciting place to be

To enable retailers, artists, community groups etc to demonstrate their offer to residents and visitors

To generate a positive, optimistic feeling about the town which will last beyond the day

To increase footfall in the whole of the town both on the day and subsequently

To start the process of delegating to other organisations to assure the long term future of the event.

### 4. Detail of what is involved:

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

The Spring Fair will take place along the length of 'Main Street' ie all of Spring Gardens, the Crescent, the Slopes, the Market Place and High Street, with a spur into the Pavilion Gardens bowling green area to link in with events on the Promenade. The Crescent and Scarsdale Place will be closed to traffic, as will the car parking on the Market Place and behind the Town Hall.

Businesses along the way will be encouraged to open and run a special event, or expand their frontage for the day; the public areas will be given over to stalls, exhibitions, art and entertainment of all kinds, involving businesses, individuals, clubs, charities and not for profit groups.

There will be themed 'clusters' eg outdoor pursuits, children's activities. There will be designated performance areas, but also strolling entertainers and buskers and possibly a 'flash mob'.

A map will be produced and handed out, to encourage people to explore the full extent of the fair.

### 5. Alternatives Considered:

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

Take a Year off: the event is too well established and too popular, we would disappoint a lot of people

Alternative date: the date is now established, it would not make sense to change it.

Alternative event: there are no suggestions of any other single event that would achieve the same aims.

### 6. Timescale:

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

The Fair will be held on Monday 2<sup>nd</sup> May. Steps along the way:-

November/December: initiate discussions with HBPC, DCC etc re permits; agree division of work with the University; initial publicity; recruit project team; sound out additional funding options

January/February: agree licensing requirements with HPBC; obtain firm quotations for all cost items; liaise with DCC and emergency services; liaise with traders along the route; arrange additional parking locations; agree ground rules and start recruitment of participants; agree map 'template'; source additional funding/donations in kind; publicise the event

March/April: finalise permits from HPBC, DCC etc; sign up participants; recruit helpers, marshals etc; arrange insurance; place orders on equipment and services; finalise artwork; print and distribute maps; finalise helpers' roles; publicise the event.

### 7. Expenditure:

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

Essential costs are:	Licenses	£150	)	
	First Aid Cover	£400	)	
	Insurance	£700	)	
	Equipment Hire	£400	)	all costs +/- 10% based on previous actual costs
	Maps & leaflets	£850	)	
	Posters and fliers	£300	)	
	Miscellaneous	£200	)	
	<b>Total Essential Costs</b>	<b>£3,000</b>		

Additional costs such as individual insurance cover will be passed through to participants at cost. Other items (staging and PA systems; graphic design; security) will be obtained through donations in kind.

## 8. Income:

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

Estimated income from participants: stall fees 180 at average £11      £ 2,000

Additional income for parking and electricity provision      £ 300

There will be some additional income from new members joining the Town Team, and from the sale of Town Team merchandise.

## 9. Other Organisations:

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

HPBC will be closely involved, as will DCC and the emergency services re highways and traffic.

The University will take primary responsibility for the Performance spaces as well as helping out generally.

Buxton Crescent and Thermal Spa Co have expressed an interest in organising events in the Crescent.

We hope to involve Buxton Markets CIC in organising stallholders, with a view to their taking over in time.

We will also seek help from the Wells Dressing Committee, Round Table, Rotary Club, Buxton Lions etc.

## 10. Funding offered from elsewhere:

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

We will seek funding from the Waitrose Community Fund, other possibilities for cash sponsorship include Transport Companies, major local businesses, wealthy individuals.

We will also seek donations in kind from HPBC, University and local businesses.

## 11. Project Team Leader: Janet Miller

(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)

Some of those involved in the previous events (Suzanne Pearson, Janine Morris, Richard Lower, Kathryn Barton) will join the team and others will be recruited. Ian Taylor will be the main point of contact with the University, with up to 20 students working on the project with us.

## 13. Skills Check:

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

Press releases, Radio interviews, Social media, Marketing

Legal issues - licences (trading, gambling etc), Health & Safety, Security, Insurance

Traffic Management - we will take advice from DCC & Derbyshire Constabulary

Cost Control, Project Management, Negotiating skills

Graphic design

Good Links with Retailers, Market Traders, Pub/Café/Restaurant Owners

Good Links with Community Groups

Good Links with young people, Schools, University

Good Links with Artists, Musicians, Entertainers, Opera House, Fringe etc

## 14. Success Criteria:

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

We recruit enough stalls and activities to fill the length of 'Main Street'.

The mix includes traders, community groups, artists, musicians and other entertainment.

The project is delivered on time and within budget.

The event is covered in all local media outlets, including radio and TV.

Evaluation from attendees and participants is positive, there is demand for it to be repeated.

Evaluation from established shops is positive, and they report increased footfall on the day.

The University and others take on more responsibility, reducing the level of Town Team input.

## 15. Any other Relevant Information:

Previous Spring Fairs have been very successful, and the event has become an established date in the Buxton calendar.

**Adopted as a Town Team Project:**

**Agreed Budget:** £ 1,000  
but aim to break even

Signed by



On behalf of the Town Team Board

**Date:**

16 Dec '15