

PROJECT CLOSING REPORT - Buxton Garden Trail 2017

1. OVERVIEW

A two day event based around private and public gardens opened to the public and with some featuring art displays, storytelling, refreshments and plant sales.

2. DETAIL OF WHAT TOOK PLACE

32 private gardens opened and 7 public/commercial gardens .

4 gardens had Art on display, 1 garden had a quarrying exhibition and the storyteller appeared in 6 gardens. 6 gardens provided refreshments.

3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were to:

- **Part of a developing programme of events forming a 'fringe' to the RHS Chatsworth Show which starts this year.**
A big increase (+40%) in numbers from last year, we attribute this to RHS Chatsworth.
- **To encourage visitors to Buxton and showcase the town as a gardening destination.**
Achieved.
- **To develop and encourage the gardening community throughout Buxton.**
Feedback indicates this to be so.

The measurable success criteria of the project were as follows:

- **20+ gardens open**
Achieved - 32 private gardens opened, plus 7 public/commercial.
- **500 maps sold**
Achieved - 650 maps sold.
- **Positive feedback from garden visitors, owners and artists/performers.**
Achieved - a lot of positive feedback from visitors on the day and via social media.
- **Engagement from garden owners in developing the event.**
Not really promoted.
- **Money raised for other charities by efforts of individual gardeners.**
Achieved. The total amount raised is unknown, as gardeners were given autonomy to raise money for charities of their own choice; it is believed to be more than £500.

4. ANY FURTHER BENEFITS

Discussions with Tarmac led to a donation of £1,500 for work associated with the erection of a statue in Ashwood Park celebrating the quarrying industry's contribution to the town. The work has been arranged by the Ashwood Park project team, in consultation with HPBC, and the grant and costs are recorded against the Ashwood Park budget.

5. COSTS

Project income and expenditure against budget was as follows:

EXPENDITURE			INCOME		
	Budget	Actual		Budget	Actual
Recruitment flyers	£150	£30.79	Sale of maps	£1,200	£1,950
General leaflet		£50.79			
A4 posters		£26.79			
A1 posters	£200	£65.00			
Banners		£194.93			
Printed Trail Maps	£200	£98.99			
Bunting & Miscellaneous	£50				
Balloons, signs, thank you cards & gifts, petrol		£114.29			
Commission on map sales		£123.00			
Donation www.opengardens		£20.00			
Total	£600	£724.58	Total	£1,200	£1,950.00
			Surplus	£600	£1,225.42

6. LEARNING POINTS FOR THE FUTURE

The map needed more road names.

Cost of maps needs increasing. e.g. Castleton Secret Gardens charges £5 for 13 gardens!

Sufficient time needs to be allowed for finalising the design of printed materials so that printing and distribution dates can be adhered to; the Communications Group should be involved as early as possible to facilitate this.

Good communications need to be maintained between members of the project team and between the project team and the directors. A 'best practice' guidance note should be produced.

The project team leader has suggested that the Garden Trail be run independently of Buxton Town Team in future years, to allow for diversification as the project develops.

Jo and David Holdway, 20 July 2017

With additional input J Miller & P Barton