

PROJECT CLOSING REPORT – *Buxton in Bloom 2018*

1. OVERVIEW

The running of the local Buxton in Bloom Competition in the town encouraged people to share their gardens with passers-by by decorating their premises. Planters were installed in key locations around town such as on the Crescent Hoardings. The theme this year was 'Rainbows'.

2. DETAIL OF WHAT TOOK PLACE

- Organised local competition with 4 categories with additional sub-categories;
 - Best Garden
 - Public
 - Commercial
 - Best Hanging Basket/Planter
 - Private
 - Commercial
 - Best Flowerpot Person
 - Public
 - Commercial
 - Best School/Community Garden
- Flyers and posters were distributed around town.
- The project received 57 entries by 37 entrants
- The project was publicised by the Buxton Advertiser and Pure Magazine.
- Encouraged individuals and organisations such as businesses, schools and care homes to enter the competition and liven the town up for Summer.
- Planters were installed on the Crescent hoardings – purchased based on the intentions of gaining sponsorship from Waitrose which was unsuccessful.
- Gained sponsorship from Number 6 the Square
- Attempted to gain donations from Waitrose- unsuccessful even after a follow-up reminder due to Waitrose being over-subscribed with organisations seeking donations.
- Awards ceremony took place on 9th September at Pavilion Gardens Band Stand. 4 members of the Town Team were present including 2 directors; Suzanne Pearson and Steve Bradshaw. Waitrose donated refreshments to the ceremony. The Mayor was present at the event and passed certificates to award winners.
- A craft group met 4 times at Hartington Gardens to make colourful pompoms to display around town.

2.1 ENTRIES

	2014	2015	2016	2017	2018
Flowerpot		12	25	27	15
Garden	13	15	15	14	17
Hanging Basket/planter	12	20	21	22	23
School					2
Retail	10	12			
Total	35	59	61	63	57

3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aim of the project was to

- Encourage a sense of pride, ownership and responsibility for the town
 - o Positive response to the event by local people
 - o Lots of support from businesses- suggesting they have pride in the town
- Make Buxton look more attractive for residents and visitors
 - o Those who entered ensured their garden was well maintained throughout the judging period and beyond.
- Raise the profile of Buxton Town Team
 - o It is not clear for passers-by that the gardens/flowerpot people are part of a Town Team Project therefore not raising the profile of the Town Team. This should be improved in the future.

4. ANY FURTHER BENEFITS

- Learning opportunity for all involved in the organisation of the event.
- Networking opportunity with local businesses – beneficial to know which businesses support local initiatives with no direct financial gain.
- Promotion of Buxton as a Tourist Destination
- Those involved notice other private/ business gardens- having a sense of involvement in the same project is positive for community involvement and will encourage others to partake in future events.

5. COSTS

Project expenditure against budget was as follows:

EXPENDITURE		
	Budget	Actual
Print forms/posters	£150)
Certificates	£25)£106.36
Misc. costs	£25)
Plants, compost etc.	£250	£511.00
Total	£ 400.00	£ 617.36
Net Expenditure	£ 150.00	£367.36

INCOME		
	Budget	Actual
No. 6 Sponsorship	£250	£250
Total	£ 250.00	£ 250.00
Surplus		£

6. LEARNING POINTS FOR THE FUTURE

- Distribute Events Posters and application forms earlier in the year- February
- Change the 'School Gardens' Category to include community organisations i.e. care homes.
- Enhance the judging criteria to omit ambiguity
- Recruit 2 judges per category in order to ensure reliability within judging and reduce bias.
- Appoint judges in January/February and give them a full briefing of the event and what is expected of them.
- Increase in number of entrants for gardens and baskets but large decrease in number of Flowerpot Entries.
- Project leaders need to be aware of budget and ask for help if problems arise.
- Nursery plant prices were more than last year, mainly due to weather.
- Bear in mind last years budget in planning next year, ensure its realistic.

Review of Application Forms:

- Include a tick box on the application form stating “tick if you would like to hear about future Bloom events via email”
- Add “your information will be used only for Buxton in Bloom and will not be passed on” to the entry form
- In January send out application forms to previous participants via email to encourage them to participate again.
- When an individual is unable to provide an email address, ask for a telephone number.

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Date: 3/10/18