

**Briefing Note for Windsor Town Forum  
Big Society Challenge Fund Winners  
Monday 2 June 2014**

The winners and runners up of the 2013 scheme were each allocated a contact officer, a Lead Member and £5,000 to develop their project.

Three projects were.

***Night Market***

***Walk Wise***

***Wildflower Project***

- Meetings have taken place between all the prize winners and the relevant contact officers.
- **Night Market:** Prize winner **Jeff Lloyd**. The date for the proposed night market(s) is being firmed up as July 12<sup>th</sup> (Maidenhead) a date that avoids the World Cup/School holidays and should be in height of summer. The Town Centre Manager has confirmed this date is free of conflicting events.
- The planning group have visited evening markets including Street Feast' Market, Dalston to get ideas.
- The idea is to create something of a night time street festival with a little continental flare. The event would include food stalls, live entertainment, children's rides, market stalls. Building on the successes of a number of markets piloted in the town centre including Farmers Market, Independent food market and the Street gallery.
- In addition Town Partnership recently hosted street entertainer auditions and so seeking to recruit a number of the towns regular performers to come and support the event.
- As well as creating a new vibrancy in the town centre we will be looking to local shops to consider opening late and provide an opportunity for visitors to shop. A number of stores have already started to operate later into the evening and we expect to build on this.

Example of proposed branding attached

- **Wise Walks:** prize winner *Karen Appleton* supported by Anthony Hurst.
- They have devised a number of potential walking routes, mainly in the Windsor area.
- Karen is reviewing and refining the type of information she would like included in the signs, which will be aimed at encouraging walking for health benefits.
- Ten routes are being checked out in detail, and designs will be drawn up for eye-catching signs to publicise the routes, emphasising the health benefits of walking. Example poster attached.

- Once the Windsor 'pilot' routes have been put in place, further routes will be considered to widen the project to other parts of the borough
- **Wildflower Project:** Devised by Rachel Cook with the support of Jason Mills at Braywick Nature reserve. Approximately 450 square meters of wildflower beds have now been sown at Oaken Grove Park in Maidenhead.
- Three dedicated "nectar bars" in the park have been created using a special combination of native and non-native plants. Children from four local schools (Alwyn, Courthouse, Furze Platt infant and Furze Platt Junior) came together and helped sow the seeds on Tuesday 29th April 2014.
- Additional sites have been proposed and prepared for sowing in the next few weeks and in the autumn. These sites are:
  - Treesmill Open Space
  - Dedworth Manor
  - Imperial Park
  - Whiteley Open Space
  - Cannondown Rd/Whyteladyes jct. Cookham
  - Cox Green Rd subway.
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- Any local resident(s) who know of any areas that could be considered are welcomed to put forward ideas to Jason Mills.

Planning is under way for the 2014 Challenge Prize.

- The launch is currently planned for Tuesday 1 July at 11-11.45am and is likely to be at The Firestation Arts Centre or the headquarters of a potential sponsor.
- Sponsorship is being sought from a company who could potentially fund the cost of the trophies, marketing and/or offering a prize such as a marketing 'master class.'

The awards evening is currently planned for Tuesday 7 October at the Firestation Arts Centre where they are providing the auditorium, basement and loft rooms.