

**Bridgnorth Arts Statue Trail Working Group – Work areas and Tasks October 2017**

Present at meeting (02.10.2017): Cllr James Gittens, Cllr Helen Howells, Cllr Julia Buckley, Robert Davies, Ian Wellings, Brian Davies, Cathy Fox, Jennie Hart (Civic Society) and Graham Downes (Shropshire conservation/planning officer)

Area of work	Activity Update 2 <sup>nd</sup> October	Next Steps	Lead
<p><b>Logistics:</b></p> <p>Design and production of moulds            Location of statues, permissions            Transportation and storage            Installation            Glazing, repairs, maintenance            Plinths (450 kilos) production and transport</p>	<ol style="list-style-type: none"> <li>1. Voting over: TRAIN is winning shape of our statues!</li> <li>2. Visited Kidderminster mould factory, useful but expensive and did not finally create Wolves</li> <li>3. Identify who can draft design of mould shape for chosen theme mould – need to have CAD equipment</li> <li>4. JG has Identified suitable storage (no cost) for moulds, and staff</li> <li>5. Identify partner / sponsor to create, transport and install plinths – TG?</li> <li>6. Ian did an excellent job in identifying 33 possible locations on the map for consideration by wider community engagement</li> </ol> <p>➤ Needs licence from Highways (cost &amp; time) per statue – contact made and visited meeting – will look</p>	<ol style="list-style-type: none"> <li>1. Find cheaper moulder, identify Wolves producer (David Harris mouldings and get quotes)</li> <li>2. Ian and Brian to work up sketch for inputting into CAD, using stylised simple “catch me who can” shape not climbable.</li> <li>3. Approach a) Promofix, b) Worrall &amp; Grainger to ask access to CAD for design, eventually 3D printer (when refined)</li> <li>4. JG to approach TG for sponsorship in terms of producing concrete plinths, transport and installation.</li> <li>5. Need to start thinking about plinths – size, dimensions etc in relation to statue.</li> <li>6. Ian and Civic society to re-visit proposed locations to refine /add any of importance.</li> </ol>	<p>Cllr James Gittens  <a href="mailto:svlandscapes@live.co.uk">svlandscapes@live.co.uk</a></p> <p>And            Ian wellings  <a href="mailto:Davidian.wellings@gmail.com">Davidian.wellings@gmail.com</a></p>

	into waiving fee		
<p><b>Business sponsorship:</b></p> <p>Contact with businesses Defining a sponsorship model (based on costs and different options) Contract with businesses Selection / relationship businesses and artists</p>	<ol style="list-style-type: none"> <li>1. SS Started initial conversation with businesses on the concept, using the 1 page briefing sheet and Wolves in Wolves map</li> <li>2. Chamber of Commerce &amp; other business networks</li> <li>3. Draft spreadsheet with potential business names – so far SVR, multiplex leisure, Bridgnorth Aluminium, Bradley Tannery, Hobson, Wye Valley, BRFC, M&amp;S, TG Builders, Tanners,</li> <li>4. Target 1 big sponsor to sign up – SVR confirmed</li> <li>5. Look at Wolves business contract and consider refinements</li> </ol>	<ol style="list-style-type: none"> <li>1. Need to use usual sponsorship form to capture commitments – need signatures to confirm</li> <li>2. Need to engage smaller businesses to sponsor lower amount (for smaller plaque) or part of a group (e.g. “low town businesses” for low town statue)</li> <li>3. Need to contact businesses to let them know of winning statue shape!</li> <li>4. Plan to invite businesses, sponsors and interested general public to an infor/launch event in Nov.</li> <li>5. Cut off deadline for sponsors to sign up at Christmas</li> </ol>	<p>Cllr Sarah Stevens (<a href="mailto:sarah@dolphinix.co.uk">sarah@dolphinix.co.uk</a>)</p> <p>And</p> <p>Robert Davies (<a href="mailto:robert@davies100.com">robert@davies100.com</a>)</p>
<p><b>Artists:</b></p> <p>Contact with artists Artists information event Competitions to promote artists Selection event with businesses Artists’ legal contract with conditions</p>	<ol style="list-style-type: none"> <li>1. CW and HH have promoted concept to artists’ groups and networks, found interest</li> <li>2. Initial conversations with artists, using 1 page briefing sheet and Wolves in wolves materials</li> <li>3. Draft spreadsheet with potential artist names</li> </ol>	<ol style="list-style-type: none"> <li>1. Set date for artists information evening – Tuesday 24<sup>th</sup> October, 7pm at Castle Hall (for 7.30pm) with pre-meeting first of AST w-g from 6pm.</li> <li>2. Prepare an info sheet for artists, also draft contract and some printed examples of pictures of statues to display on boards at mtg</li> <li>3. Promote event via press and social media,</li> </ol>	<p>Cllr Sarah Barlow (Vice chair of working group)</p> <p>(<a href="mailto:sarahbarlow.bridgnorth@gmail.com">sarahbarlow.bridgnorth@gmail.com</a>)</p> <p>And</p> <p>Louise Welsby, artists co-op (<a href="mailto:Louise@buy-from.com">Louise@buy-from.com</a>)</p>

<p>Promoting art work Liaise with community groups working with artists</p>	<ol style="list-style-type: none"> <li>4. Look at Wolves artist contract and consider refinements</li> <li>5. Consider date for Artists information event</li> <li>6. Help prepare information needed for artist event</li> </ol>	<p>with press release on chosen statue shape vote result</p> <ol style="list-style-type: none"> <li>4. HH and SB to contact artists who expressed an interest, plus any groups to invite to the event.</li> <li>5. JB to identify an artist from Wolves to come and speak to the group</li> <li>6. HH to ask Tanners to sponsor wine for event</li> </ol>	
<p><b>Marketing / Communications:</b> Voting, promotion of trail Branding &amp; logo design for trail Maps printed with location of statues. Website, social media Bridgnorth Journal / Shropshire star QR codes – clicks to info about artist and inspiration behind design Online competition Collects postcodes and numbers of visitors / also post leaflet to library Merchandise</p>	<ol style="list-style-type: none"> <li>1. Voting slip for online and shops/library by 11/08</li> <li>2. Design branding for trail</li> <li>3. Initial contact with B Journal and magazines to promote trail</li> <li>4. Establish protocols with Bridgnorth Town Council website, FB and twitter as initial location for sharing posts</li> <li>5. Promote amongst tourist networks and consider links (walking tours, bus tours, SVR brochure etc)</li> <li>6. Press releases for each milestone (launch of vote etc.)</li> </ol>	<ol style="list-style-type: none"> <li>1. Press release on vote result and to promote artists info event</li> <li>2. Raise awareness via social media, FB etc. to public about opportunities for artists and businesses and community groups</li> <li>3. Invite Sally Themans and Buy from Shropshire to next meeting to engage</li> <li>4. When first businesses has signed sponsor form – get big press coverage</li> </ol>	<p>Sally Themans, Shropshire Tourism / What's what! (<a href="mailto:sally@themans.co.uk">sally@themans.co.uk</a>)</p> <p>And Anne Wilson, Town Clerk (<a href="mailto:anne.wilson@bridgnorthtowncouncil.gov.uk">anne.wilson@bridgnorthtowncouncil.gov.uk</a>)</p> <p>And Kathryn Holloway (Promofix) Buy-from-Shropshire</p>
<p><b>Community</b></p>		<ol style="list-style-type: none"> <li>1. More information to general public</li> </ol>	<p>CLlr Kirstie Hurst-Knight</p>

<p><b>engagement:</b></p> <p>Lead contact with schools, community groups Match groups with artists for design Engagement in voting for theme Engagement in selecting locations Schools' packs (lesson plans, arts award, tours)</p>	<ol style="list-style-type: none"> <li>1. Initial contact with schools and groups to explain project</li> <li>2. Engage schools/groups with theme vote by 22/09</li> <li>3. Engage groups to consider submitting design and/or working with artists</li> <li>4. Engage with groups to consider locations</li> </ol> <p>Kirstie Hurst Knight has been working with schools and groups to promote the project</p>	<p>and community groups</p> <ol style="list-style-type: none"> <li>2. Organise an info event for public and community groups in November</li> <li>3. Build up an info pack for distribution with colour pictures, briefings, etc.</li> <li>4. Perhaps look at selling any merchandise for charity profit?</li> </ol>	<p>(<a href="mailto:kirstiehurstknight@gmail.com">kirstiehurstknight@gmail.com</a>)</p> <p>And</p> <p>Caris Jackson (artist) (<a href="mailto:Caris.jackson@yahoo.co.uk">Caris.jackson@yahoo.co.uk</a>)</p>
<p><b>Project Management:</b></p> <p>Co-ordinate teams Responsible for documentation, minutes etc. Budget overview Timetable Report back to Town Council</p>	<ol style="list-style-type: none"> <li>1. Prepare 1 page project summary for distribution to wider partners</li> <li>2. Distribute contact details for leads in each work area to members of working group</li> <li>3. Draft spreadsheet with interested parties for working group email list</li> <li>4. Draft voting slip for "statue theme" vote and co-ordinate design and print with marketing partner for online, in shops and in newspaper voting – if agreed – launch vote by 11/08/17</li> </ol>	<ol style="list-style-type: none"> <li>1. Need more profile and press coverage</li> <li>2. Need a pack of info documents for artists, businesses and community groups and for display boards</li> <li>3. Show example granular budget breakdown to W-g next meeting and our costings so far</li> <li>4. Revise GANTT chart in light of delay</li> <li>5. Report back to Council to keep info live</li> <li>6. Date of next meeting, Wed 1<sup>st</sup> November at 6pm</li> </ol>	<p>CLlr Julia Buckley (chair of working group) (<a href="mailto:juliabuckleylabour@gmail.com">juliabuckleylabour@gmail.com</a>)</p> <p>and</p> <p>Ann Wilson (Town Clerk) (<a href="mailto:anne.wilson@bridgnorthtowncouncil.gov.uk">anne.wilson@bridgnorthtowncouncil.gov.uk</a>)</p>

	<ol style="list-style-type: none"><li>5. Make contact with wider organisations to promote concept</li><li>6. Work programme and meeting minutes</li></ol>		
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