

## **Bridgnorth Art Trail Meeting, Thursday 7<sup>th</sup> December 2017, 6 pm – 8pm, Bridgnorth Town Hall**

1. Present: Cllr Julia Buckley, Cathy Fox, Kathryn O'Connor, Ian Wellings, Brian Jones, Mike Grocock, John Hart, Robert Davies

Apologies: Brian Davies, Cllr James Gittens, Cllr Sarah Stevens, Cllr Carol Whittle, Chris Garside,

### 2. Quick overview to update on progress

JB and CF gave a quick update on progress since the last meeting.

### 3. Update on Business Sponsorship

The business sponsorship event at Holden's brewery on 20<sup>th</sup> November had been very successful with 7 businesses signing the official sponsorship documentation for £2,000 each, and good press coverage in the Bridgnorth Journal. Sponsors were AV Birch, Multiplex leisure, BRFC, Holdens' brewery, Bridgnorth Aluminium, GBHS, Grainger & Worrall. Thanks to great work by Sarah Stevens and Robert Davies.

IW had been leading contact with Grainger and Worrall. They had been busy, but IW got feedback on 19<sup>th</sup> Dec that all was well and commitment confirmed. Discussion around securing some confirmation in writing of order for first statues.

RD: Another business sponsor still possible, plus SVR and Civic Society, so aiming for 10 in year 1.

Robert Hart from the Civic Society was pleased to confirm they wish to sponsor a statue in the Foundry site on riverside. They would be looking for an artist to incorporate the role rails, the rolling arch, and other historical aspects relating to the foundry site. RD and RH to meet up on site to discuss the statue, sign the form and confirm.

>>Invite EG to the next meeting to update on the prototypes

### 4. Update on Artists

CF had sent out the design instructions to the artists and received some interesting feedback, she was also looking at refining the artists legal contract.

>>Could we get some legal advice from SCC? (JB to check if free)

>>Then update legal contract

A discussion around when would be a suitable deadline for artists to return their submissions for the design entries. A deadline of 10 Jan was agreed, to give the artists enough time after Christmas and the new Year.

Following feedback from the artists that the £85 towards materials, might not be enough, and could act to dissuade participation, the group discussed how this could be increased to support the artists more. It was agreed:

- To immediately increase the support to £100
- To explore the remaining budget to see if possible to raise to £150
- To ask each sponsor whether they could meet any other additional costs, depending on the artists' design.

Clarity would be given to artists that the Council would cover all costs for and the responsibility for varnishing the statues (because specific varnish is needed to protect against UV light damage).

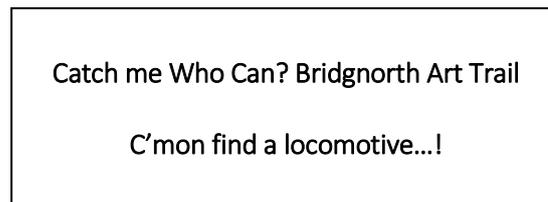
>> CF to send follow up email to artists with the revised conditions and encouraging their participation.

## 5. Discussion and agreement on name of the trail, email and website

All agreed that finding a snappy transparent name was vital for the success of the trail. This needed to be resolved promptly and a large part of the meeting was given over to a wide-ranging discussion around the name of the trail.

Some principles were agreed that the name needed to include some reference to art, statues, trains/the catch me who can locomotive and the idea of a trail / search. Any name had to attract the interest of tourists searching for art-related or train-related visitor attractions. There was a long debate as to whether to or how best to refer to the name of the exact "catch me who can". As the trail will be a tribute to the Trevithick locomotive, should it refer to it or not be so precise?

The name also wanted some intrigue or catch phrase, so the discussion eventually brought the two names together:



The "C'mon find a locomotive ...!" could be a strapline under the title. The "catch me who can?" could be in old fashioned, heritage lettering, and the "Bridgnorth Art Trail" could be more modern to show the modern artists' work.

Bridgnorth Art Trail = BAT (could be useful to shorten the name of the website or email)

The name was agreed by unanimous vote.

>>It was agreed to follow up with Sarah Stevens for email and website development.

>> JB to prepare a press release for the media and council website with details of the name, and new sponsor from civic society

>> JB to follow up with promofix as to whether they would mind updating the letterhead with the new name in the same branding.

## 6. Update on community groups / next steps

The Hockey club were interested, both as a community group and as a sponsor. Need to follow up with these and WI, scouts etc.

>>Helen Howell to contact the groups and update on progress.

## 7. Update on logistics

JB spoke to Emma Spence at Bridgnorth Library, who agreed to display info about the project. She also offered to promote the trail during history week (September) perhaps with a guided walk along the trail. She also offered the main display window for the month of the trail launch (at no cost).

Suggestion to invite Derek Croxston (history group) to attend the working group, as we get nearer to organising the map and walking trail around the statues.

Next steps to update the map with confirmed sponsored statues in locations, and look for a loop to form a trail up to 10 – 12 sites. Also need quotes for plaques for the statues, as could be expensive. RD to follow up (given some contacts by other members of the group)

>> meet with Shropshire Council conservation officer Becky and Grahame Downes, to seek approval for final sites.

**8. AOB.**

The Trevithick society are looking at getting sponsorship for metal signage at the entrance roads in to Bridgnorth to say “welcome to Bridgnorth : home of the “Catch me who can”

There was interest in approaching the same sign makers for potential plaques on the statues.

**9. Date of next meeting : Monday 8<sup>th</sup> Jan, 6 – 8pm, Town Hall.**

>>JB to check availability and no charge to the group.