



Bridgnorth Art Trail Working Group Meeting 6th September 2021

1. Present: Cllr Julia Buckley, Cllr Nicky Cooper, Brian Jones, Emma Spenser

Apologies: Cliff and Cath Bassett, Cllr Alexa Buffey, Robert Davies, John Hart

2. Minutes of previous meeting (Matters arising:

Badges – It would be useful for the next meeting to consider what is the purpose of the badges? A souvenir or marketing tool? Cost: Benefit, risk of leftover stock etc.

John Hart: Reported costs were prohibitive for a small run of beer labels - not possible this time

3. PR / Marketing:

Need to check how up to date our entry is for Listings for what to do in Shropshire – other websites?

Library pushing the trail but no walking map – when tourists ask for a map – give them art trail map

Accessible in covid - Visit Shropshire – check needs an update- Emma Spenser agreed to update.

OCT HALF TERM 26th October : Kids' Photo competition – Halloween costumes on the trail

Aim for some press coverage – eg. Journal, facebook - e.g. kids in Halloween costume on the trail – competition – STORY FOR THE JOURNAL – ALLEY KATZ vouchers

1st - £30, 2nd - £20, 3rd – £10

Aim to have everything in place by 20th October – invite the mayor to judge photo and hand out prizes, with winning photos displayed in library window with rosettes, 1st, 2nd and 3rd

Nicky – to buy vouchers, ask mayor for availability

Julia – to organise my kids costumes for launch photo, write press release for Journal / Facebook draft by 11th

Comp open from Sat 23rd Oct to sun 31st – midnight

Mayor to Judge first week Nov, and present prizes on sat 6th November to present at statue no 1 with board in window with photos

Annual anagram draw can be xmas – prize xmas present. More planning time

4. Statue watch – repairs and maintenance

- white plinths repainted by volunteers in Bridgnorth Litter Pickers – great job. The High street plinths do get dirty very quickly from pollution and high “traffic” usage.

- cliff basset outside card stores – touch up on painting – update needed

Kids climbing on statues

Question – should we varnish all statues – preventative measure? Before winter when wet weather can cause damage to paint.

JB to order varnish - next meeting can call for volunteers, and plan to revarnish all 12 before the winter (no 13 recently varnished might not need redoing) Just one coat.

5. Budget Headlines – Nicky Cooper handed out latest budget.

The group agreed not to produce another video but roll forward that budget cost for the next year's trail map (2022)

Also no need to produce another DL tourist flyer until the old ones run out – still 1.5 boxes left.

Should the trail continue beyond 2022 we could revise and update with 13 statues, 2023 then – this budget provision rolled forward to 2023.

There is a surplus of £1,400 which could be available should the trail be kept on for a further year.

6. Post – 2022

The group are still interested in exploring if we could extend the dates of the trail to end of 2023 rather than 2022, to compensate for lost time in 2020 due to Covid.

First we need to check permissions with sponsors and artists, then BTC and SC. JB to draft letter/email and report back.

JB e to approach different companies who have the licence for SC to get quotes for statue removal

7. AOB.

Brian Jones – Trevithick into shed locomotive – needs dismantling to get into shed

Get it running next year towards end of 2022. Still struggling to get brakes

Emma S – used a lot of leaflets, gave Brian another box for SVR steam gala 15-18th Sept

2 more boxes maps available. We are hoping the maps will see out 2021.

Early 2022 print new and final edition of Art trail map – with or without sponsors

DL flyer – Emma Spenser to distribute DL via visit Shropshire

Date of next meeting, 11th October 2021, 6.30 – 8pm Bridgnorth Library