



Bridgnorth Art Trail Working Group Meeting 22nd November 2021

1. Present: Cllr Julia Buckley, Cllr Nicky Cooper, Cllr Alexa Buffey, Brian Jones, Emma Spenser, John Hart, Cath Bassett, Cliff Bassett, Robert Davies

2. Minutes of previous meeting (Matters arising):

- Need to improve certificates with photos and sign some by Cllr Julia Buckley and ultimately some by the Mayor, ready in the library.
- Some varnish remaining from the volunteer varnishing by JH, AB and CB

3. Statue Watch / Repairs & Maintenance

A big thank you to John Hart, Cath & Cliff Bassett and Alexa Buffey for varnishing the statues!

Statues no.5, 6, 8 and 9 could benefit from a plinth wash and re-paint. No.6 in particular gets so dirty the paint is over the dirt in some places, and so flakes off. JB to ask Bridgnorth Litter Pickers to help

Statue no. 7: Tiny cracks were noticeable in the paintwork, but the Autumn varnish coat has sealed in for winter

Statue no.10: Rory McCann has agreed to come and repair his statue in January 2022. Nicky Cooper agreed to raise the cheque for £100 from BTC. Thanks to John Hart for the multiple repairs to the statue in the meantime, which had been helpful and protective.

4. Halloween Howlers:

A successful competition for Halloween. Not many entries (8 or 9) but enough to generate some press interest (facebook, Bridgnorth Journal etc) and relatively cheap in terms of Alley Katz toy shop vouchers to produce publicity about the trail. NB attended the prize giving with the Mayor at the library and took photos. Meeting the Mayor in outfit was very popular with the children.

JB circulated the newspaper coverage with photos in Bridgnorth Journal.

5. PR / Marketing:

ES updated that the My Bridgnorth Town Map was finished and will be distributed next year.

ES had provided an online update for Visit Shropshire and Visit Bridgnorth web pages but needed some photographs with permissions to share – JB to email photos of trains. She has also been in touch with Sam Cole completing the guide and this was suffering some delays.

ES had also arranged with Mark from Visit Shropshire to distribute our DL flyers for free via the visitor stands – much appreciated.

Other PR plans:

February Half Term: Valentine's Day Launch Photo Competition – "Which Statue do you LOVE the most?" "Which statue gets YOUR heart?" etc public invited to upload photo with finger hearts. By end of Feb (half term 21-25/02) could award Bridgnorth's most loved statue. Possibly involve wedding couples at the library... To finalise details at next meeting.

Easter: Draw winners from anagram to present SVR ticket and runner up prizes – once the SVR lines are re-opened (Spring gala) and potentially align with reprint of the trail map for the new season.

Trail Maps: Agreed to distribute more bundles (x50) of trail maps to shops and venues that might now be reopened, and potentially running low after the holidays. AB to deliver to Delightful Desserts, Cinema and HALO. RD, JH and CB to check usual vendors. All distributors to report to ES where bundles have been dropped to update list.

6. Budget Update:

No real change to the budget. Allocated additional funds for repairs and maintenance for the additional year now the trail is extended to Autumn 2023. This includes £500 for a map reprint. Leaves £6,000 for removal, and £1K contingency – so £7K in total for this aspect. JB to seek quotes for the removal for certainty. NC to circulate updated budget.

7. Post – 2022

JB reported that she presented the extension request to Bridgnorth Town Council meeting on 16th November. The Mayor proposed the motion, stating what good condition the statues are still in after 3 years. The request was unanimously supported. Next steps are for JB to seek permission from Shropshire Council and Historic England, then seek removal quotes for 2023.

Some sponsors may seek additional time in location but this would be subject to a later request and might need to consider accepting liability for ongoing maintenance costs and final removal costs.

7. AOB.

Brian Jones – Trevithick engine not going into SVR shed this winter

Date of next meeting, Mon 17th January 2022, 6.30 – 8pm provisionally in library – TBC whether online meeting (zoom) needed if covid levels high

Budget Item	2020/21 actuals	2021/22 budget	2021/22 actuals to date	2021/22 forecast	2022/23 budget
Balance carried forward from previous year	11,180.29	9,328.04	9,328.04	9,328.04	8,693.04
Income					
Sponsorship map 2019 peepos	150.00				
sponsorship - SAMCO	150.00				
phase 2 donation: Malvern Tipping	150.00				
total funds available	11,630.29	9,328.04	9,328.04	9,328.04	8,693.04
STATUE 13					
Trevithick Plaques	102.12				
contribution to SVR for help in installation	100.00				
Levelling/Prep DLF - staff time	120.00				
Levelling/Prep DLF - materials	120.00				
installation of plinth	115.00				
Drainage Ring (900x500mm)	183.63				
installation of statue	187.41				
Paint (2 x 5L)	33.87				
MAINTENANCE COSTS ALL STATUES					
Insurance (Provision for Future Years)	7.50	60.00		60.00	60.00
repairs and upkeep	43.75	400.00	119.96	250.00	300.00
repair statues (artists fees)	800.00				
anti graffiti coating	99.97				
MARKETING/PR/COMMS					
Trail Maps	389.00				500.00
Website Registration		75.00			75.00
marketing initiatives		100.00		60.00	200.00
CONTINGENCY					
Misc. Costs					
PROJECT CLOSURE					
All sites cleared & made good					
expenditure	2,302.25	635.00	119.96	370.00	1,135.00
Funds carried forward	9,328.04	8,693.04	9,208.08	8,958.04	7,558.04