

Report to C & TP Extraordinary Meeting on 6th August 2021

Re: 'The High Street Gallery' Project

1) Purpose of the report

To advise Community and Town Promotions Committee of the details, costs and process of the project and to recommend agreement to the project going ahead.

2) Background

- a) The High St Plus – Art Gallery project is an initiative to further promote the retail centre of the town and to support our local arts community. Artwork will be showcased in shop and business windows for a period of weeks and if purchased then 20% will go to the business owner and 80% to the artist. Associated publicity and the prospect of 'something different' will both be extra draws for people to visit and shop in the town.
- b) Ten retailers as well as ten artists have been contacted as a sample to see if they would like to participate. Their replies were all positive, which indicates that others are likely to participate too.
- c) The working party has been met and agreed on the process of setting up the 'High St Plus – Art Gallery' as follows:
 - i) The artist will provide a piece of art to exhibit in a shop window of an appropriate size to exhibit in a retailer's window, along with their regular stock display. They must also have one in reserve, should the first be sold. The subject of the artwork will need to be appropriate for all age groups.
 - ii) Retailers will provide a space in their windows from Saturday 14th August 2021 to Friday 24th September 2021 to display the artwork.
 - iii) All exhibits will have the title and price attached and we will also provide small display cards including additional information about the artwork and artist to be displayed alongside as well.
 - iv) Artists are to deliver their first piece of artwork to whichever shop or business is allocated to then and at least 2 days in advance of the start date. The Tourist Information Centre (TIC) will have a full list of the exhibits, prices and locations.
 - v) If there is interest in purchasing an artwork, then the retailer will ask the buyer to call in at the TIC to pay for the artwork. The TIC will give the buyer a receipt to present to the retailer as proof of purchase, who will give them the artwork in return.
 - vi) If sold, the retailer will receive 20% of the sale proceeds & the artist will receive 80% of the sale. (The TIC will contact both for bank/ payment details). Malmesbury Town Council will manage all payments.
 - vii) The TIC will also contact the artist to ask them to deliver the reserved piece of art to the retailer for display in their window.
 - viii) All artwork must be collected by the artists from the retailers after the exhibition has finished.

- ix) Retailers are to display the artwork in a safe place, but at the artist's risk. Retailers and Malmesbury Town Council will not be liable for theft, damage or any associated loss.
- x) Both retailers and artists must sign an application form agreeing to terms and conditions and give their consent to promotion and images being publicised, before they can take part.

3) Promotion

- a) The intention is that the Mayor is asked to make a grand opening marking the start of the High St Plus – Art Gallery.
- b) The project will be promoted in the local newspapers, with posters, on a banner, on the Town Council website and FB accounts, with an online video and on local radio.
- c) Possibly there will be a small map available in the TIC showing locations of the different artworks, which would be especially useful for visitors to the town.

4) Financial implications and risks

- a) Risk assessment attached for the project.
- b) The Town Council's Office/ TIC will produce letters to those taking part, take copies of posters, maps and any other associated paperwork and phone calls. This is part of the usual remit of the Office and is not costed or accounted for separately.
- c) The TIC will be taking and making payments should artwork be purchased. The cost of card transactions is minimal and given the likely number of transactions, the Town Clerk has advised that these will come under the usual costs for the Office and will not need to be accounted for separately.
- d) There was a banner stored at the Town Hall, which might be reused for this project, but at the moment it cannot be located. Therefore, some budget should be set aside in case a new banner needs to be purchased.
- e) There may be some budget required for the Mayor's launch, such as balloons or other publicity.

5) Proposals

- a) That the High St Plus – Art Gallery project is agreed to be actioned, as described in this report.
- b) That the committee agree to setting aside a budget of £60 to cover costs of a banner if required, the launch, and other costs at the discretion of members of the working party.

Members are requested to agree these proposals.