

Area Board Project

1. What is the Initiative?

The Town Hall Trust (TTHT) would like to purchase equipment as part of the development of 3 key areas, Lighting for exhibitions and events, furnishing and equipping the foyer area and developing a quality shop for the sale of artwork from regional artists and makers.

2. Where is the initiative taking place?

Trowbridge Town Hall

3. When will the initiative take place?

As soon as the funds are secured

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

Trowbridge Town Hall is being developed by a team of volunteer trustees and Friends into a Centre for Arts, Culture and Heritage. Already the Town Hall is being used weekly by over 150 people taking part in arts, culture or heritage activities, as well as being used for other community groups and activities. There were over 5000 visitors during 2014!

This development and support for arts and cultural activity is highlighted as an area of need in Trowbridge's Community Plan.

The community and other stakeholders are passionate about seeing this key part of our town's heritage bought back to life with activity that will have a positive impact on individuals as volunteers, audience members, artists, exhibition visitors and users, as well as the positive economic impact it will have on the town centre by driving increased visitors and thus increased retail and food and drink potential sales.

5. What is the desired outcome of this initiative?

Foyer furniture and equipment:

With so many people now visiting each week to see art exhibitions, go on tours, have meetings etc, the foyer needs to be a more welcoming space that people can sit in with a cup of coffee and just enjoy being in the building. We think this will also encourage people to visit and spend time in the Town Hall and town centre. We would like to commission an artist who took part in an invitation, as part of last year's Arts Festival, to reupholster some chairs that were donated by an old people's home. We will ask her to reupholster more chairs in the same flamboyant style to provide seating that reflects the aim of this project. We will also buy tables, chairs, and basic equipment for people to be able to help themselves to tea and coffee. Income from the sale of tea and coffee and cake (supplied by a local independent coffee shop) will help to provide income to help sustain the Town Hall and will make it a more attractive place for potential hirers to use.

Lighting: The town hall now hosts exhibitions throughout the year. Some are very prestigious, like the Derwent Art Prize which was only shown in London and Trowbridge; and the National Guild of Wood

turners who are bringing together all of this year's work at the Town Hall and are not exhibiting anywhere else. We also have exhibitions from more regional artists and regular school exhibitions. Having had a professional hanging system put in place through funding from Trowbridge Arts we are in real need for some effective lighting. This lighting will also support the quality we can offer to other users of the Town Hall.

Shop:

We are about to host 5 artists in studios in the town hall and have hosted over 40 artists in the last year, we would like to offer these artists and others an opportunity to sell their work in the Town Hall, this will hopefully increase footfall into the Town Hall and help provide some income by way of commission to help sustain the Town Hall.

6. Who will Project Manage this initiative?

This will be project managed by Tracy Sullivan and Mike Snelling, directors of Trowbridge Town Hall Trust.

7. Costs/quotes/ match funding

Foyer furniture and equipment

Re upholstering of donated furniture by local artist	£1,500
Tea/ Coffee/ serving equipment	300
Coffee tables, bistro tables and trestle tables	1000
Water Boiler	360
Setting up/ Labour (4 unskilled £50 and 2 skilled £100)	600
Sub Total	£3,760

Lighting

Advice from lighting specialists and Track system for Foyer/ Main Exhibition space and conference room	£4,000
Ladder for adjustment of lights for events and exhibitions	150
Installation 3 skilled days	300
Decoration 4 unskilled days	200
Sub Total	£4,650

Shop

Box Shelving x 4	340
set up and decoration 2 unskilled days	100
Sub Total	£440

Total £8,850

Income

Town Hall Trust	1500
Volunteer time	1200
Sub Total	2700

Total requested from The Area Board £6,150

8. Additional information

Trowbridge Area Board was generous in supporting our initial start-up last year, this has enabled us to increase our lettings and support community projects with the use of the kitchen and equipment purchase. We hope that the Board will agree to continue to support us with some of this year's remaining funds. Bringing the Town Hall back to life is a massive project and the Town Hall's team of volunteers are keen to move things on step by step as funding is available. This next phase is about increased use and income in line with the Trust's business plan. The funding will go a long way to helping us attract more of the community into the Town Hall whilst increasing income to ensure a sustainable future for the Town Hall. It would also be a significant statement of support for what the volunteer community has already achieved and will galvanise ongoing support from this community for the project.