

**KINGFISHER TRAIL**

**Summary:** To provide the Executive Committee with an update on the Kingfisher Trail.

**Recommendation:** That the Executive Committee notes the various updates.

**Report by:** James Webb – Partnerships and Fundraising Lead

General

1. Delivery of the kingfisher models was delayed because of the global shipping container crisis but they are now on route to the UK. The artists should receive the sculptures in early/ mid-March, which is in line with our latest schedule. The artists will have approximately two months to work on them. The 21<sup>st</sup> and final artist was recruited at the beginning of the year.

Sponsorship

2. Restrictions and lockdowns throughout autumn/ winter have made securing sponsorship difficult. Many of the businesses that would be a natural fit for the project have been shut with employees furloughed. Despite this, the team has made good progress with a number of the host locations secured. We are still actively pursuing a lead sponsor. Cotswolds Distillery is sponsoring the 'Flying Kingfisher' and the trails are developing, as below:

Severn Trail

- Sudeley Castle, Winchcombe
- The Bike Hub/ Compass Holidays (Cheltenham train station)
- Stroud Town Council
- Wildfowl and Wetlands Trust, Slimbridge
- National Trust, Newark Park

Thames Trail

- Notgrove Holidays, near Northleach
- Relish; Waterside Café in the Water Park
- Tetbury Town Council

Financial position

3. Total income secured to date is £35,335.
4. Total expenditure to 31 March 2021 will be £36,873.

Partnerships

5. We have also been liaising with businesses to secure in-kind support and we are pleased to be working with the following organisations:
  - The Cheltenham Trust - Pittville Pump Room (May launch and October auction)
  - Russell Sach Photographer
  - Cotswold Life - official media partner

Publicity

6. Cotswolds Life ran a short feature in the January edition with larger articles planned for March and September. The March edition will feature an in depth look at the artists and the September edition will be a pre-auction special.

7. On the official website, which went live late last year, we acknowledge all of our sponsors and partners. The artists have a dedicated page with biographies and examples of their work: <https://www.kingfishertrail.org/artists>
8. All social media channels went live late last year and activity and followers is ramping up. For a snapshot of the latest activity, see the homepage of the website: <https://www.kingfishertrail.org/>
9. We are currently working on a February press release. The January press release was picked up by a number of quality publications. They published the article and the details for the trail. So far, the trail features in:
  - Business & Innovation magazine have published the trail launch article on their website and shared it across their superbly popular social channels: <https://www.businessinnovationmag.co.uk/artistic-talent-spearheads-covid-recovery-in-the-cotswolds/>
  - Visit Cheltenham have included the Trail in their list of 35 unmissable events in 2021: <https://www.visitcheltenham.com/blog/read/2021/02/cheltenham-2021-35-unmissable-events-b639>
  - Experience Winchcombe: <https://www.winchcombe.co.uk/the-kingfisher-trail/>
  - Visit Tewkesbury: <http://www.visittewkesbury.info/whats-on/the-kingfisher-trail-cotswolds-2021/>
  - Visit Cheltenham: <https://www.visitcheltenham.com/blog/read/2021/01/new-kingfisher-trail-coming-to-the-cotswolds-this-year-b633>
  - [SoGlos](#)
  - One of the artists, Andy Davies has featured on BBC Radio Gloucestershire

#### Trail launch, public engagement and auction

10. With continued uncertainty around restrictions in May, we have decided to develop an online launch with a video featuring the artists, the sculptures and kingfisher info.
11. A trail App is being developed. It will provide easy access information on the host locations and the associated sculpture/ artist. It allows Trail followers to 'tick off' the sculptures they have visited with a view to completing the trail over the course of the summer. The App links to the auction and allows people to bid on the sculptures from the start of the trail onwards.
12. Merchandise – we have commissioned the production of a set of kingfisher themed coasters, set on marble tiles. A number were sold at Christmas and we received very positive feedback. Some of the host businesses are interested in merchandise, including creating their own, demonstrating enthusiastic buy-in to the project.
13. The auction will be taking place during w/c 18 October at the Pittville Pump Room. We would hope by this time that restrictions will have lifted and a larger event is possible. We envisage an evening event during the week with canapes and drinks.