

SHEPTON MALLET TOWN COUNCIL

Meeting	Place Making & Protection, Item PMP01.12
Date	13 October 2020
Author	Project officer
Subject	Bird trail art project

1.0 PURPOSE OF REPORT

- 1.1 For councillors to note the successful collaboration with the Rubbish Art Project and Somerset Wildlife Trust, for the creation of a bird-themed public art display in the town centre and Collett Park.

2.0 BACKGROUND INFORMATION

- 2.1 It was agreed at Open Spaces in July that the town council would commission a public art installation with a budget of £2K. The town council approached the team of artists operating as the Rubbish Art Project to commission a temporary public art trail. The brief was for an art installation to bring interest to the high street, made from reused materials, produced by a variety of local artists. An initial site visit was held with the IdVerde neighbourhood manager and the Rubbish Art Project team, to identify possible locations along the high street and Collett Park
- 2.2 The Rubbish Art Project team suggested an art trail around the theme of birds, suggesting that we could partner with a local environmental organisation. The town council organised a meeting between the Somerset Wildlife Trust and the Rubbish Art project team to present the project. The SWT were able to provide a list of recommended bird species, especially those which are commonly found in our area and in particular, the most common birds that residents are most likely to recognise. It was agreed that the project would raise awareness of the fact that our urban area is home to many species of birds and that the preservation of their habitat is vital to their survival.

3.0 FINANCIAL IMPLICATIONS

- 3.1 A budget of £2K was agreed for this project.

4.0 ENVIRONMENTAL IMPLICATIONS

- 4.1 The project's environmental impact was an important consideration and the choice of artists working with recycled materials was deliberate. Consideration will also be given to how the installations are disposed

5.0 TOWN PLAN REFERENCE

People

Encourage and facilitate family based activities	Ensure that there are events for all ages and areas of the community and that they are supported and promoted to a wide audience Facilitate activities across town that encourage people to get involved
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	Work with community interest groups that bring events and activities to the community, to encourage participation
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Place-making

Ensure the town centre is attractive and welcoming	<p>Invest in improvements in the Market Place, in partnerships with others</p> <p>Support the retention of the Library in the centre of town and its development into a wider Community Hub</p> <p>Improve the signage, information boards and street furniture to make the town more welcoming</p>
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Promotion

Advance Culture, the Arts, and Education	Capitalise on the rich culture and heritage that the town has to offer and advance it through self-promotion to locals and visitors alike
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6.0 RECOMMENDATIONS

6.1 To note the report.