



Visual Art at the heart of Shropshire, Telford, and Wrekin

Minutes of the VAN Meeting held 16th July 2026 at 2pm Massarellas, Darwin Centre, Shrewsbury SY2 6QW

Present: (JG) Julie Goldthorpe, (DT) Dave Thompson, (AW) Alison Wragg, (MS) Monica Silver (MH) Mike Hodge, (DH) Diane Harrington, David Osselton (DO)

Item #	Item	Action	By
1.	Apologies: Lesley Stabler		
2.	Declarations of Interest:	Nothing new	
3.	Minutes of the meeting held 18 th June 2026	Signed as correct by the Chair	JG
4.	Matters arising from the minutes: - Marketing and Publicity Working Group (M&PWG) – AW has spoken to Tracey Hill, and she has found the email address. Tracey has suggested we could send out a Blog to customers. We could send them details from the monthly Newsletter. - Attingham Art Fair – MS had contacted Attingham to ask about dates, but we have been told we may not be able to sell items there only exhibit. - Concord College Christmas Fair 2026. - Shrewsbury BID charges – We have been informed our rates will be reduced by 50% this year and the following two years. - Friends of VAN - ways to thank them, encourage others. 3D Storage downstairs – possible option to use closed store shelving units. - Advertising on TV screen – possible paid adverts Art Trail now advertising. - DT will be away in September/October – rota will need to be covered.	- AW to organise a M&PWG meeting. - JG has emailed Attingham General Manager to get clarification on this. - Ongoing – LS still to action when date confirmed by college. - Ongoing – still waiting for invoice to pay them - Ongoing – Maybe do something near Christmas. - Ongoing - Still needs to be addressed, maybe in September. - See Item 7 later for update. - Ongoing - DT to contact members in August about double payment in November. - DT to share with other Trustees on how to create the website Rota.	AW JG LS JG/DT ALL ALL JG DT DT

	• VAN Gallery exhibition ideas – Meeting with Anne Bemridge and Dianne Harrington on 21st July to discuss. • Conover Christmas Fair – JG has registered our interest, • Derwen College – Meet and greet to take place in September. • A Job Enterprise back to work scheme – on further discussions they are interested in joining VAN and the coach is going to join as an individual too. • Chair Role – as mentioned in the previous meeting JG will step down as Chair in November 2026. • Gallery Demonstrations – AW explained she had discussed with Ilse Torres about creating a video for social media of a member doing a demo. It was suggested that MS might start the ball rolling • Market Town Vets art display update – of the 21 people that registered 6 artists were chosen and 13 pieces of work will be displayed at their Shrewsbury and Whitchurch practices. • Business Cards • Interior Design – JG has bought Mirror on a roll so AW will create backdrops for jewellery cabinets.	• Ongoing • Ongoing- wait to see if we have a table. • MS happy to do the meet and greet. • Just waiting for them to join VAN • We seriously need to sort this out by next month otherwise it will then go out to the members to choose. • Ongoing – AW to feedback to Ilse Torres. • DT has fed back to all those who had registered an interest. • Ongoing JG to investigate costs. • Ongoing	AW LS/JG MS JG All AW DT JG AW
5.	Treasurers Report for June 2026: • The Financial Balance for this year is showing as down by £1K on last year's sales • Footfall is also down but the number of customers per sale is up slightly.	• See Annex A Report for further details.	DT
6.	Financials and Stewarding: • We are having a period where we are struggling to get members to steward in the gallery. This is creating a financial impact for VAN. • Various options were discussed about how we could resolve this. They were: ○ Increase the percentage commission rate that VAN takes on Sales from 20% to 30%. - there was a majority vote in favour of increasing the commission rate to 30%.	• JG will send out an email to all members outlining our decisions and the reasons why.	JG

	○ The increased rate to take effect from September onwards. ○ All members that are not exempt should steward in the gallery including those who just sell cards.		
7.	Advertising Space: • Trixi Hill asked if we could advertise VAN in the empty Claire's shop on the First Floor. JG has enquired with the Darwin Centre. It is not possible at present but may be in the future, they will let us know. • TV Advertising has shown some interest from various art organisations. JG has contacted quite a few local Art establishments, framing companies etc. Some interest so far which is promising.	• Ongoing • Ongoing	JG JG
8.	Art Prize • 74 voted for 2D and 54 voted for 3D and 55 customers were entered into the drawer to win a VAN voucher. • Mike Hodge won the 2D award for his Tiger painting and Peter Fricker won the 3D award for his glass vase.	• JG to announce names at the Prize Giving and via email. • AW to post winners photos on social media.	JG AW
9.	Social Media Workshop • Ilse Torres has been helping one of our members with their social media posts as well as helping VAN. • JG has asked Ilse if she would be interested in running a workshop for VAN members. She has agreed and will put something together.	• Venue to be organised once date confirmed. • Need options of where to hold the training.	JG
10.	Gallery Renovations • DH stated that there had been positive feedback regarding the change to the window display. • DH wants members input for further ideas of what they would like to see. • MH to paint the gallery walls when there more time.	• Ongoing • MH to complete with members help.	DH MH
11.	AOB • Art in the basement – DT stated that we still need to sort out the basement as there is still many artworks that haven't been collected. • AW asked whether the white wall could be painted blue at some point to make it look more cohesive. • Name badges – Gisella Robinson has suggested all members wear a badge with their name on when in the gallery. She has offered to create the badges.	• Ongoing, we need to get a day organised to sort out. • To be done when there is more time. • JG will order the plastic holder and lanyards.	ALL MH JG/GR
11	Date of Next Meeting: 27 th August 2026 2pm		

Treasurers Monthly Report

Financial Position 1st July 2026

CAF Bank Current Account:	£399.96
CAF Bank Reserve Account:	£ 8,139.30
PayPal Account:	£ 364.20
Cash in Hand (cashbox):	£172

Financial Balance	£9,075.46
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Total to Date	2026	2025	Variance
Sales	£8,128.20	£9,122.62	-£994.42
Total Footfall	4980	5,350	-370

June Performance	2026	2025	Variance
Sales	£1,218.93	£1,516.06	-£297.13
Footfall	635	698	-63
Number of items sold	74	129	-55
Sales Transactions	57	80	-23
Customers per sale	11.1	8.7	+2
Average Basket Value	£18.41	£18.95	-£0.54