



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

Minutes of the VAN Meeting held 27th August 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), Lesley Stabler (LS)

Item #	Item	Action	By
1.	Apologies:		
2.	Declarations of Interest:	<ul style="list-style-type: none"> Nothing new 	
3.	Minutes of the meeting held 16 th July 2026	<ul style="list-style-type: none"> Signed as correct by the Chair 	JG
4.	Matters arising from the minutes: <ul style="list-style-type: none"> 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 DT will be away in September/October – rota will need to be covered. DT will pay August Sales to members in September at normal rate of 20%. 	<ul style="list-style-type: none"> AW to organise a M&PWG meeting- Ongoing Still waiting to hear if we can sell and how much pitch would be. Ongoing – LS to chase for date. Ongoing – JG to chase for invoice. Ongoing – Maybe do something near Christmas. Ongoing – to be addressed in the New Year. Awaiting advert and payment from English Bridge Studio. Ongoing - DT to contact members in August about double payment in November. JG will cover Rota when DT away. 	<div>AW</div> <div>JG</div> <div>LS</div> <div>JG</div> <div>ALL</div> <div>ALL</div> <div>JG/MH</div> <div>DT</div>

	<ul style="list-style-type: none"> Increased commission rate of 30% will take effect from September sales which will be paid when DT back from holiday in November. Condoover Christmas Fair – JG has registered our interest. Derwen College – Meet and greet to take place on 16th 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 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 Business Cards Interior Design – JG has bought Mirror on a roll so AW will create backdrops for jewellery cabinets. Increase to % commission rate from September Sales onwards. Advertising in empty Claire’s shop in Upper Level. Waiting to see if an option. Social Media Workshop – Isle is working on this and will let us know when it will be available to run. Gallery Renovations – walls have been painted. Further work will be done when finances allow. Art in the Basement – all sorted and is being sold in the gallery. Many pieces of art in the basement from deceased members. Agreed that these should be donated to a charity shop such as Air Ambulance or British Heart Foundation. 	<ul style="list-style-type: none"> AW to ensure Sales Sheets from September include updated rate of 30% Ongoing- wait to see if we have a table. MS to do the meet and greet. Already joined and currently stewarding. JG has agreed to continue as Chair after the AGM. Ongoing – To look at scheduling in Autumn when more members around. Ongoing with JG Ongoing- 2 cabinets completed, 2 more to do. AW to ensure Sales Sheet is updated to 30% in September. Ongoing Ongoing Once complete venue to be arranged. Ongoing Ongoing MH to organise. 	<p>AW</p> <p>JG</p> <p>MS</p> <p>JG</p> <p>JG</p> <p>AW</p> <p>JG</p> <p>AW</p> <p>AW</p> <p>JG</p> <p>JG</p> <p>JG</p> <p>ALL</p> <p>MH/JG</p> <p>MH</p>
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	<ul style="list-style-type: none"> Name badges now created by Gisella Robinson which look great and are available for members to wear when stewarding 	<ul style="list-style-type: none"> JG has informed members. 	JG
5.	Treasurers Report for July 2026: <ul style="list-style-type: none"> The Financial Balance for this year is showing that sales and footfall are still down on last year. 	<ul style="list-style-type: none"> See Annex A Report for further details. 	DT
6.	Governance <ul style="list-style-type: none"> JG has reviewed the VAN Constitution, before the AGM we are able to coopt one further member as a Trustee onto the committee. 	<ul style="list-style-type: none"> JG will email members asking if they would be interested in joining. 	JG
7.	2D & 3D <ul style="list-style-type: none"> DH has been looking into the definition of what 2D and 3D constitute. 2D is a flat frame with a flat painting or print, 3D frame contains glass, ceramics, textiles for example. The Trustees discussed and agreed that 2 x 2D items for shelves will be allowed in a max size of 10cm square only. Also discussed NFS (Not for Sale) artworks being displayed – agreed that only one item per member will be allowed during an exhibition. 	<ul style="list-style-type: none"> JG to email members about new 2D rule and NFS artwork allowance. 	JG
8.	Members exhibiting only a few times a year <ul style="list-style-type: none"> It was discussed about potentially losing members who don't exhibit all year round. We should try and persuade them to exhibit more. JG to check if they sell cards though. 	<ul style="list-style-type: none"> JG to check. 	JG
9.	Members stewarding more than once a month <ul style="list-style-type: none"> Many members do this and we currently don't have any further incentive to steward more regularly as monthly and annual draw was stopped. Discussed about potential for members to win a gift voucher at the end of the year for £50. A member will receive an entry per shift when they do over one shift per month. 	<ul style="list-style-type: none"> JG will send an email to let members know. AW will send list of stewards from start of the year to JG 	JG AW
10.	AGM <ul style="list-style-type: none"> English Bridge has agreed to let us hire the room at a cost of £15 for the AGM Trustees agreed a date of Wednesday 4th November 6:30-8:30pm. 	<ul style="list-style-type: none"> JG will email members to save the date. AW will send AGM info to members in October. 	JG AW
11.	Next Year's Exhibition Schedule Ideas <ul style="list-style-type: none"> AW explained that DH, AW and Anne Baimridge shortlisted ideas from the members. Trustees liked the final list but just wanted the wording to be changed on the Replicate a Master's style to make it clearer 	<ul style="list-style-type: none"> AW will make the change and then send out an email to the members outlining the schedule for next year. 	AW

12.	Price Point Targeting <ul style="list-style-type: none"> MH stated that it would be good to know what price selling points in the gallery engage customers. It was discussed as to what members should potentially look at when pricing their work. 	<ul style="list-style-type: none"> MH has agreed to write a piece for the Newsletter to explain this to members. 	MH
13.	AOB <ul style="list-style-type: none"> JG and DT said special thanks to Alistair Wragg for preparing the year-end report for VAN. They would like to purchase a gift. Agreed to get him some nice wine from Tanners. Chris who delivers the Art Trail leaflets has stated that his trolley is missing from the basement. AW mentioned a character reference had been requested for Janice Gill and would it be acceptable to respond? Discussed it would be fine if just a character reference. 	<ul style="list-style-type: none"> JG to buy JG will email members to see if anyone knows it's whereabouts. AW to check what the reference requires and respond. 	JG JG AW
14.	Date of Next Meeting: No meeting in September – next meeting 15 th October 2026 at 2pm		

Treasurers Monthly Report

Financial Position 1st August 2026

CAF Bank Current Account: £ 1,199.10

CAF Bank Reserve Account: £ 7,539.30

PayPal Account: £ 373.25

Cash in Hand (cashbox): £ 205.00

Financial Balance	£9,316.65
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Total to Date	2026	2025	Variance
Sales	£9,424.87	£10,524.55	-£1,099.68
Total Footfall	5,880	6,102	-222

Performance	2026	2025	Variance
Sales	£1,293.67	£1,401.93	-£108.26
Footfall	900	752	148
Number of items sold	118	102	16
Sales Transactions	70	64	6
Customers per sale	12.86	11.8	1.1
Average Basket Value	£18.48	£21.91	-£3.42