

S106 public art grant 2021 (year of application) final evaluation form

Please complete and return this final evaluation form.

1. Your Organisation	Friends of Cherry Hinton Brook (FCHB)
2. Project title	Mural to celebrate Cherry Hinton Brook – a precious City chalk stream
3. Project grant	£6600
4. Cost to date	£7340
5. The outputs and outcomes of the project, and when it was completed,	
a) <u>The mural, completed in mid 2023</u>, on Sainsburys (Coldhams Lane) front wall celebrates the importance of Cherry Hinton Brook (which flows through the store's car park) as one of the city's iconic chalk streams, a globally threatened and rare habitat.. The design was developed by the artist and students at Rowan (www.rowanhumberstone.co.uk) a charity for adults with learning disabilities, in collaboration with FCHB (www.friendsofcherryhintonbrook.org.uk) which provided information about the brook. The design incorporates key aspects of the brook, with a focus on the wildlife (e.g. water voles, kingfisher, plants), and surrounding environment (stream, the banks and the trees). The mural is 10 sq metres in size and is accompanied by an explanatory panel explaining how it was designed, the sponsorship, and why it was installed. The mural was unveiled on 27 November 2023 by the Mayor of Cambridge, with many of the Rowan students who were involved, members of FCHB, key Sainsbury's staff, and the press. Speeches were given by the Chair of FCHB, the Mayor and the manager of Sainsbury's. b) <u>Merchandise</u> The original application proposed that we would produce a range of communications materials related to the mural. In discussion with Rowan, once the mural was completed, it was decided that it would be more useful to produce some merchandise, that could be sold through Rowan and that would ensure a more lasting message about Cherry Hinton Brook. In addition, the profits will be used to generate income for both Rowan and FCHB (80% for Rowan and 20% for FCHB). The following items have been created: 50 jigsaws (some with 500 pieces, some with 1000 pieces) 600 greeting cards (8 different designs) 20 Posters 50 Memory games 200 Tea towels (2 designs) Preparation of the merchandise was finalised in February 2025 and it is now on sale	

<https://www.rowanhumberstone.org.uk/product-category/wildlife-of-cherry-hinton-brook/>.

(The mural and some of the merchandise photos included in a single page separate attachment).

6. How the local community has been engaged with the project and/or how the project has made a difference to the local community,

The mural engages passers-by, and has educational content. We have seen shoppers coming out of the Sainsbury's store and stopping to look at the mural; in one instance we watched people guessing which animals they had seen on the Brook! The explanatory notice adjacent to the mural is useful in that it raises the profile of both the brook and the organisations involved.

The project was particularly valuable for Rowan, in that the students took great pleasure in the design and creation of the mural, and were fascinated by the wildlife; they made a visit to the brook as part of the project. The FCHB project manager and committee chair went to the arts centre on several occasions and were impressed by the energy and excitement generated by the project. It was partly because of this, that the Rowan Operations and Retail Manager suggesting creating additional art works from the mural design (e.g. painting/carving/textiles/printing), some of which were used for the merchandise.

It was hoped that the mural would generate a greater responsibility for the Brook among the Sainsbury's staff, given that much of the litter in that section of the brook is generated through the store's activities and those of its customers. This is not immediately obvious unfortunately, possibly due to Sainsbury's staff turnover, with new staff being unaware of the origin of the mural project.

7. Any publicity and events relating to the project

FCHB and Rowan released a joint press release at the end of January 2023, which resulted in one of the FCHB committee members doing a radio interview with Cambridge 105 which went very well. <https://cambridge105.co.uk/breakfast-31-01-2023-2/> We also did a joint press release about the final launch and unveiling of the mural.

We put out a number of postings about the mural on the FCHB Facebook page and through Rowan social media outlets:

[dnoseroStp00c1r1eal0el94 eti4i2tp01fbSmm0algt1l75100ta cc5:](#)

[https://www.facebook.com/FriendsOfCherryHintonBrook/posts/pfbid0Hfxb6r4dhtAzChBfkJuqd5Hk455KrhBLtHPMEP4owbhc4nJhRPveeZCxEEZgdMtQl?_cft_\[0\]=AZWXlh9mBQ45m2QDmenBV1LH9BDV0E-BOQ2_P2jnxNowOdivrmczmV4rWCUUZUcdEL9P61Cnamh3EOcPkEssFjln9n0v9VIXCfeTqTbJiu0F5gUTi6iHHo0SCrjgphUxsuthGHMjqpi5OPJElQkvTlJBftOkoQgkl0lz4jjzFg5BVQJHhuR8BKXhiYMPmLb78Ao&_tn_=%2CO%2CP-R](https://www.facebook.com/FriendsOfCherryHintonBrook/posts/pfbid0Hfxb6r4dhtAzChBfkJuqd5Hk455KrhBLtHPMEP4owbhc4nJhRPveeZCxEEZgdMtQl?_cft_[0]=AZWXlh9mBQ45m2QDmenBV1LH9BDV0E-BOQ2_P2jnxNowOdivrmczmV4rWCUUZUcdEL9P61Cnamh3EOcPkEssFjln9n0v9VIXCfeTqTbJiu0F5gUTi6iHHo0SCrjgphUxsuthGHMjqpi5OPJElQkvTlJBftOkoQgkl0lz4jjzFg5BVQJHhuR8BKXhiYMPmLb78Ao&_tn_=%2CO%2CP-R)

Short articles on the progress of the project were included in FCHB's occasional newsletter, which goes to about 100+ organisations and individuals. [Friends 71 \(pdf\)](#) [Friends 72 \(pdf\)](#) [Friends 73 \(pdf\)](#) [Friends 74 \(pdf\)](#) [Friends 75 \(pdf\)](#)

Information about the mural and merchandise is available on both the FCHB website <https://friendsofcherryhintonbrook.org.uk/Mural.html> and the Rowan website: <https://www.rowanhumberstone.org.uk/mural-to-celebrate-cherry-hinton-brook/>).

Rowan took part in Cambridge Open Studios and generated interest in the project through a display of the merchandise. Further publicity and interest was created by Rowan's stalls at the Mill Rd Fair 2023 and the Botanic Gardens Fair 2024 where the merchandise was sold.

The mural-related merchandise also generates interest and public awareness.

8. Evidence of costs incurred and income received in relation to the project and if the funding has been spent appropriately and in full

Costs incurred

Commission fee paid to Rowan (paid 12/5/23) £4,600

(fees for the artist who developed the mural design plus materials (see attached agreement with Rowan)

Commission fee paid to Rowan for mural-related merchandise (paid 11/6/24) £2,740

(fee for the designer plus materials (see attached agreement with Rowan)

Total expenditure £7,340

Income received

First instalment from City Council (received 31/8/22): £4,600

Second instalment from City Council (received 6/11/23): £1,500

Total income: £6,100

The apparent deficit of £1,240 is to be covered as follows:

Final instalment of S106 funding: £500.00

Funding from Sainsbury's (see below A) £406.22

Sales of merchandise (see below B) £333.78

A. Sainsbury's provided FCHB with a top-up grant of £500 which was used to cover:

- Fee for production of explanatory panel (paid 28/10/23) - £60
- Rope etc to open the curtains (which were loaned by the Romsey Mill charity shop) for the launch event (paid 27/11/23) - £33.78
- Total £93.78

B. FCHB and Rowan have agreed to split the profits from the sale of the merchandise 20%:80% respectively. £180.40 has already been generated for FCHB and we expect to receive the remaining £153.38 fairly soon. Should this fail to materialise, FCHB has sufficient funds in its account from other sources to cover the deficit.

9. Claim for the remaining amount of Grant payable (net of other income received);

We attach our invoice for £500 for the final payment

Please return the form to ceri.littlechild@cambridge.gov.uk or by post to Ceri Littlechild,
Public Art Support Officer, Environment Department, Cambridge City Council, PO BOX 700,
Cambridge, CB1 OJH