

**Terms of Reference for the Crangowen Statue Project Steering Group**

**April 2021**

These terms of reference are a guide for the project Steering Group which has been established by the Pwyllgor Lles Llangrannog Welfare Committee (PLLWC), in conjunction with Monumental Welsh Women, (MWW) to work towards erecting a statue in honour of Cranogwen in Llangrannog, under the auspices of the Monumental Welsh Women project to erect 5 statues of 5 Welsh women in Wales in 5 years.

It is vital that MWW protects and maintains the ethos of the group and the project, not only its focus on celebrating and immortalizing Wales’ hidden heroines, placing them on a par with statues of men, but also its desire to inspire and educate through the mantra of “you can’t be what you can’t see.” This commitment to raise the profile and aspirations of women and girls in Wales should be considered in the process of commissioning the statue of Cranogwen.

The members of the Steering Group are:

Anne-Marie Bollen

Kat Dawes

Carys Roberts

Helena Boyesen

Elin Jones

Jane Aaron

Helen Molyneux (pending an alternative being appointed from the MWW committee).

The group can co-opt other volunteers onto the group as required.

**Objects of the Group**

The key aims, objectives and activities of the group will be as follows:

1. To erect a statue in honour of Cranogwen in Llangrannog;
2. To develop an artist brief for the commission in consultation with MWW
3. To identify a suitable artist to complete the commission;
4. To commission the artist in accordance with the principles of the MWW project and to contract with and manage the relationship with the artist;
5. To coordinate the siting, installation and unveiling of the statue:
6. To set a budget for the work, including installation and adherence to all health and safety and planning requirements;
7. To raise the necessary funds to meet the budgeted expenses – over and above the funding provided by MWW;
8. To liaise with and engage the local community in the project;
9. To manage social media and PR for the project and to liaise with MWW in relation to the updating of the MWW website on the project;
10. To work in a manner and to deliver a project which adheres to the ethos of the MWW project.

**Artist Choice**

There are 3 options for the process of chosing an appropriate artist for the commission:

* a full public tender process,
* creating a shortlist and inviting submissions,
* choosing an appropriately skilled and expierenced artist and commissioning directly.

The Steering Group will decide on the method to be used to appoint the artist, taking into account:

* the cost of the process
* the timing of the process
* the requirements of the project in terms of skills required, availability of appropriately skilled and experienced artists and the budget available.

The requirements of the MWW project are that the artist has a track record of delivering public art commissions of this nature, on time and within budget; that they are either a woman or, if not, will commit to using the project to provide an opportunity for a female artist to be involved as an assistant or mentee; that their idea for the commission reflects the principles of the MWW project and what it is aiming to achieve.

**Commissioning of the artist**

It is recommended that the Steering Group appoints Studio Response to act as art consultants on the project. They will:

* draft and negotiate the contract with the artist,
* manage the payments to the artist in accordance with the terms of the contract,
* Assist with foundry appointment and management,
* manage and advise on health and safety and planning issues.

The MWW project has as its main objective to recognise and celebrate the achievements of exceptional Welsh women in the same way that men have traditionally been commemorated – with recognisable statues in prominent locations. The MWW overarching principles for the project, that the commission is required to fulfill in order to receive the funding are that the statue:

* is recognisable as a woman,
* is a good likeness of Cranogwen,
* celebrates Cranogwen’s achievements and is a source of inspiration to women and girls
* fits with its environment,
* is not just a ‘woman on a plinth’.

The final design for the statue will be chosen by the Steering Group after consultation with the MWW committee, to ensure that it complies with the principles of the project.

**Siting and Unveiling**

Informal discussions have been held with the PLLWC about a suitable site. Theyoffered the Memorial Garden as a possible site. This split-level garden is next to Banc-y-Felin chapel, which Cranogwen partly paid for, and close to her final resting place in the Llangrannog churchyard. The Steering Group will work with the Welfare committee to agree the use of the site, the upkeep and maintenance of the statue and ownership.

The Steering Group will be responsible for arranging the unveiling of the statue in an appropriate manner, suited to the subject matter and location.

**Budget**

The Steering Group will set the budget for the project, taking into account the funding available from MWW and their ability to raise any further funds required. Studio Response will be able to advise on an appropriate budget and the incidental costs that will be required to be covered. The commission budget will be agreed with and included in the contract with the artist. The overall budget must include the cost of fabrication, installation, health and safety and engineering requriements, planning costs and administrative expenses. MWW will not be responsible for any over spend.

**Funding**

MWW has a responsibility to those organisations and individuals that have donated to the statue campaigns, both in terms of ensuring their funding is used appropriately and also that the projects are delivered in line with the principles presented to them at the time of investment.

MWW will contribute £40,000 towards the Cranogwen statue project:

* £10,000 from the Waterloo Foundation
* £5,000 from the Moondance Foundation
* £20,000 from the Welsh Government
* £5000 from Aberystwyth University

A minimum of £50,000 should be budgeted for a life-sized representational bronze monument.

The balance required to complete the project will be raised by the Steering Group.

All funding raised will be paid into the MWW bank account, or a bank account set up by the group, and records will be retained of all donations received. Payments will be approved and authorised by 2 members of the Steering Group and consideration should be given to appointing a treasurer to keep records of income, payments made / expenditure.

The Go Fund Me page that has been set up will pay donated sums into the MWW bank account.

The funding provided by MWW must be used solely for the purposes of the project.

**Community engagement**

The Steering Group will engage with the local community to ensure that the statue is welcomed by the community and a source of pride and positive publicity for the area.

**Social Media and PR**

The Steering Group will manage the social media, PR and promotion for the project and will provide updates for the MWW website.

A representative of the Steering Group (Anne-Marie Bollen) will attend all MWW meetings to report on the project status.