The Wonderful World of Ladybird Book Artists Exhibition - FREE ENTRY

https://ladybirdflyawayhome.com

The Friends of St Mary's Godmanchester seek permission from Helen Day to bring this iconic exhibition to ST MARYS CHURCH, GODMANCHESTER for 8 weeks from 10th May to 2nd July 2027 [delivery and take down a week before and a week after].

Like The Knitted Bible exhibition in March 2025 - which attracted almost 2,000 people in the 8 days that it ran - the Ladybird exhibition will act as a crucible for a range of creative projects and connections in Godmanchester and surrounding areas which will accompany the exhibition.

- **Local Schools** – Projects based on themes covered by Ladybird books – bible stories, science, stories, everyday life, nature, reading, history
- **Niche Comics** – Huntingdon's only bookshop. Gathering point for a weekly ticketed literary event.
- **Cromwell Museum** – Stuart Orme director and curator of the Cromwell Museum will help us curate the exhibition; and also bring the infamous Ladybird exhibit of Cromwell from his museum.
- **Scouts, Cubs, Guides, Brownies, Craft Groups,** Over half term and the weekends young family activities which can tie in with Ladybird Book subjects.
- **Monach Farm –** live animals [sheep, goats, ponies, pigs, chickens] in the church itself and the churchyard - this was such a successful draw at The Knitted Bible we will ask them back for the Ladybird Exhibition.
- **Resident experts** – Talks which can tie in with Ladybird Book subjects
- **Ladybird Craft Festival** – See Appendix 1.

VOLUNTEERS

We already have a dynamic group of almost 40 volunteers who help us run the following registered charities:

- **the Godmanchester Museum [Kate and I are both trustees of the Museum];**
- **the Friends of St Mary's [Kate is Secretary and I am Chairman of the Friends];**
- **the Church [I am on the PCC].**

Longer running events attract a caucus of townspeople for whom having a regular activity is a godsend and they relish helping out – we already know of the commitment to this exhibition. Once we have the go-ahead we will have a kick off meeting to launch the project in November.

SECURITY

The church is open 7 days a week from 10 until 4 – it will be manned at all times by volunteers. The solid oak doors are impregnable without a key.

INSURANCE

The church insurance covers theft or damage to all fixtures and fittings as well as listed objects. The exhibits will be named on the insurance policy.

CONSERVATION RULES

Lighting: we are aware of the danger to some of the artefacts of exposure to natural light. 90% of the windows of the church are filled with stained glass which serves to disperse the natural light. There is one clear window in the north east corner near which there will be no exhibits at all. Lighting will be supplied by LED spotlights located above the exhibits.

CHURCH v MUSEUM

One of the main advantages to having the exhibition in a church is that you can integrate other connected events and activities around the exhibition into the evening which works symbiotically. And it is an extraordinary space. We also have a licensed bar for events.

COMMERCIAL ACTIVITIES

POTENTIAL COSTS FOR LADYBIRD EXHIBITION

COST OF EXHIBITION	£3,300
TOILETS	£1,200 INC VAT
PUBLICITY ETC	£1,500 see Appendix 3
MATERIALS	£1,200
TOTAL	**£7,200**

FUNDING PARTNERS FOR LADYBIRD EXHIBITION

HDC	£1,000
GTC	£1,500
GOODLIFF	£500
MIKE ADDIS	£200
PEACOCK'S	£200
CLUB 800	£1,300
GMC SENIOR CITZ	£1,500
ADRIAN AND KATE	£1,000
TOTAL	**£7,200**

POTENTIAL REVENUE

DONATIONS	£10,000	[Knitted Bible £5K]
LOCAL SPONSORSHIP	£2,500	[KB £1,500]
TEAS	£2,500	[KB £877 – our tearoom is open when the church is open]
BOOK AND ART SALES	£2,000	[£4,000 split 50-50 Friends and LB £5 per bk & print]
EVENT TICKETS	£3,000	[see Appendix 2; 6 events x 50 people x £10 per ticket]
EVENT BAR	£2,000	[we have a licensed bar]
EVENT RAFFLES	£2,000	
TOTAL	**£24,000**	

LOCATION – ST MARY'S CHURCH GODMANCHESTER Chadley Lane, PE29 2AW

Grade 1 listed Parish Church with its earliest phase dating to the 13th century. Most of the structure is of 13th- to 15th-century

The exhibition will run:

- **Along the walls of the north and south aisle; against wall space on the west end of the church; and on the two walls of the porch. Wooden panels (see below) will be secured to existing fixtures, creating a continuous display wall 2.4m high to which the exhibits can be screwed.**
- **In 6 display cabinets which will be located lengthways in the north and south aisles**
- **On moveable screens which will be located at the east end of the north and south aisles perpendicular to the wall panels**

NORTH AISLE

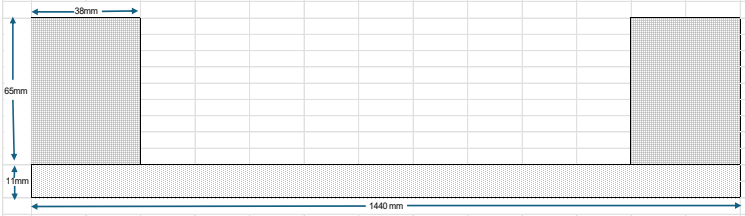
SOUTH AISLE

NORTH AISLE LENGTHWAYS

WOODEN PANELS

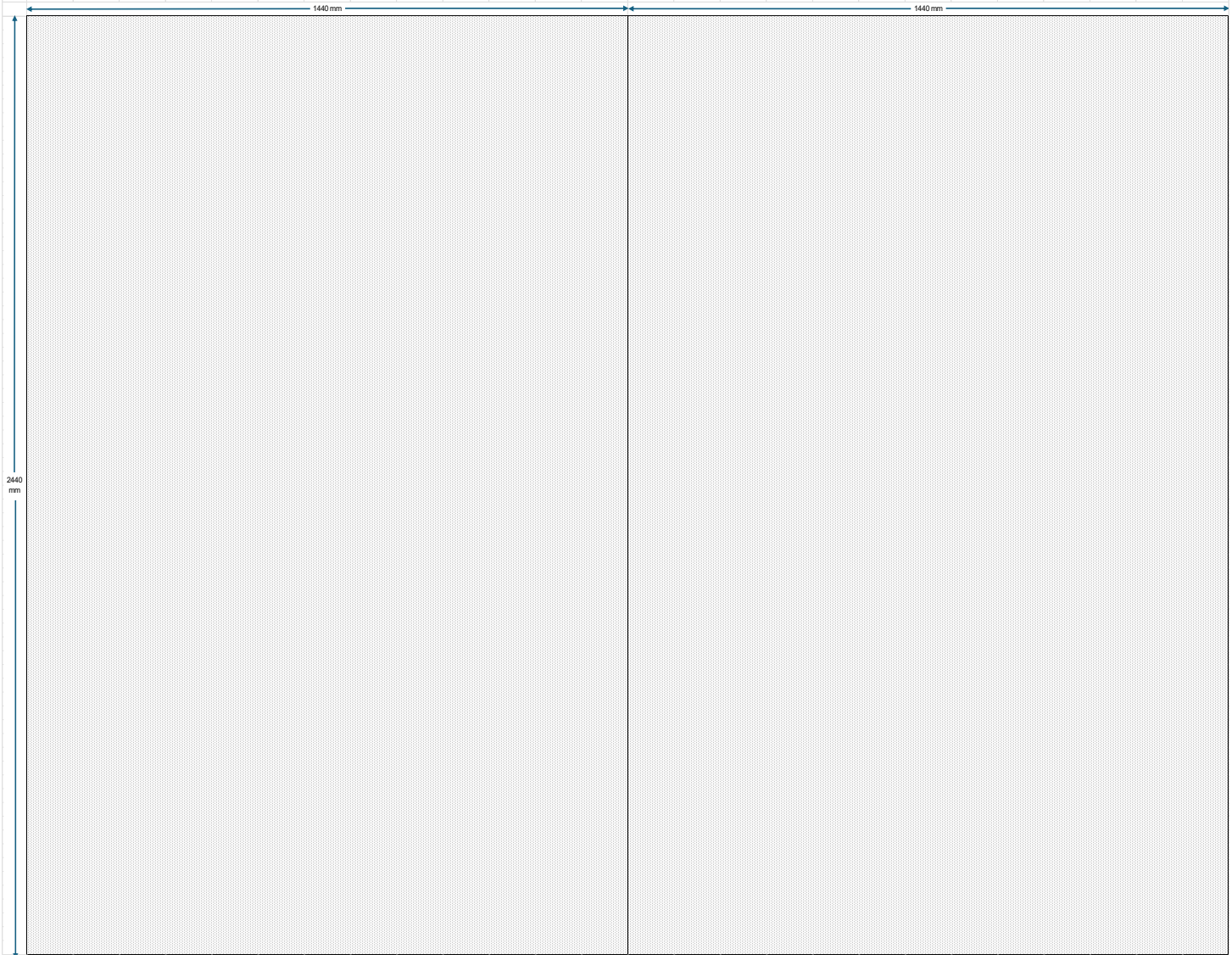
Construction of the wooden panels and the method used to link them together, creating a continuous display wall to which the exhibits can be securely attached.

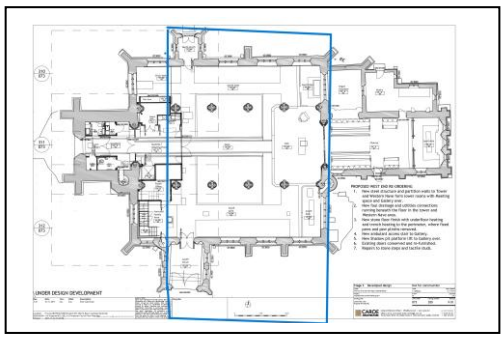
PLAN VIEW OF MDF SCREEN CONSTRUCTION



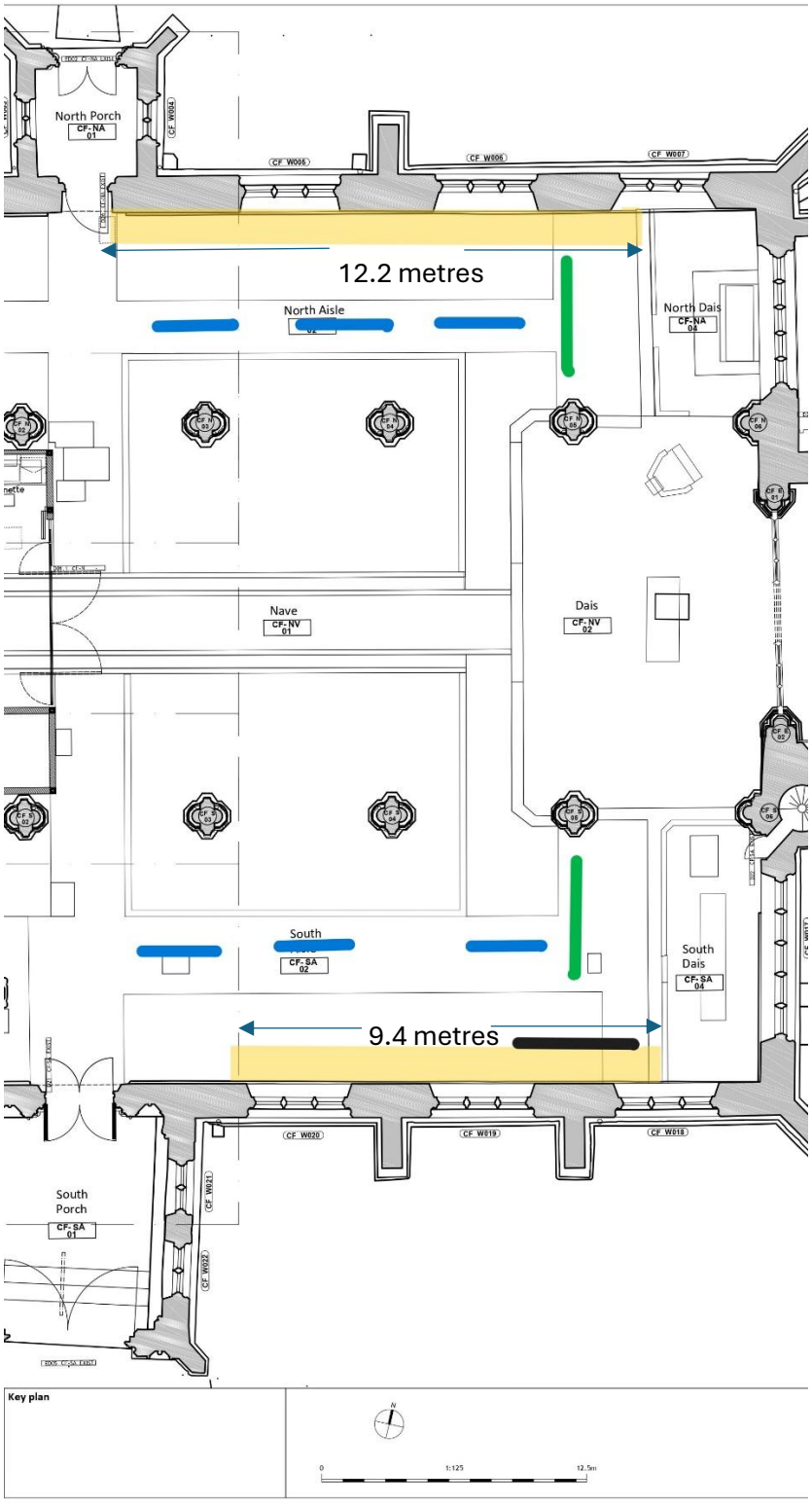
ELEVATION VIEW OF MDF SCREEN CONSTRUCTION

8 boards wide for north aisle; 6 boards wide for south aisle; 3 boards for west; 2 boards for east porch; 3 boards for west porch = 22 boards x £20 per board = £440





PLAN OF THE CHURCH SHOWING POSITION OF WOODEN PANELS, SCREENS, DISPLAY CABINETS AND THE WALL OF BOOKS

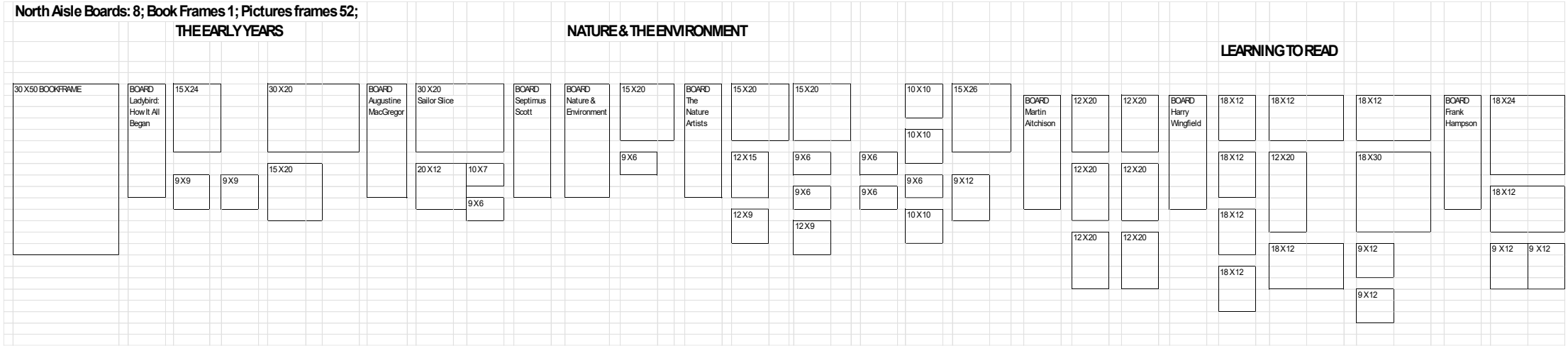


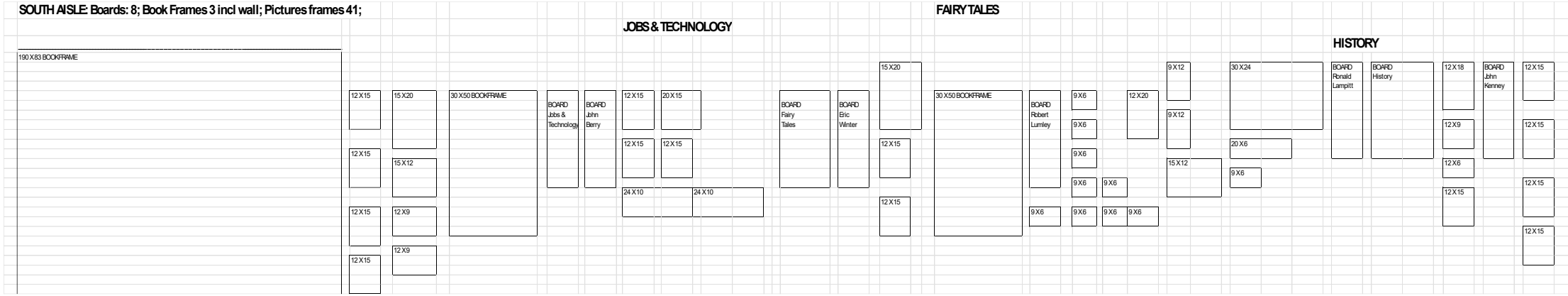
Screens

Display cabinets

Picture frames

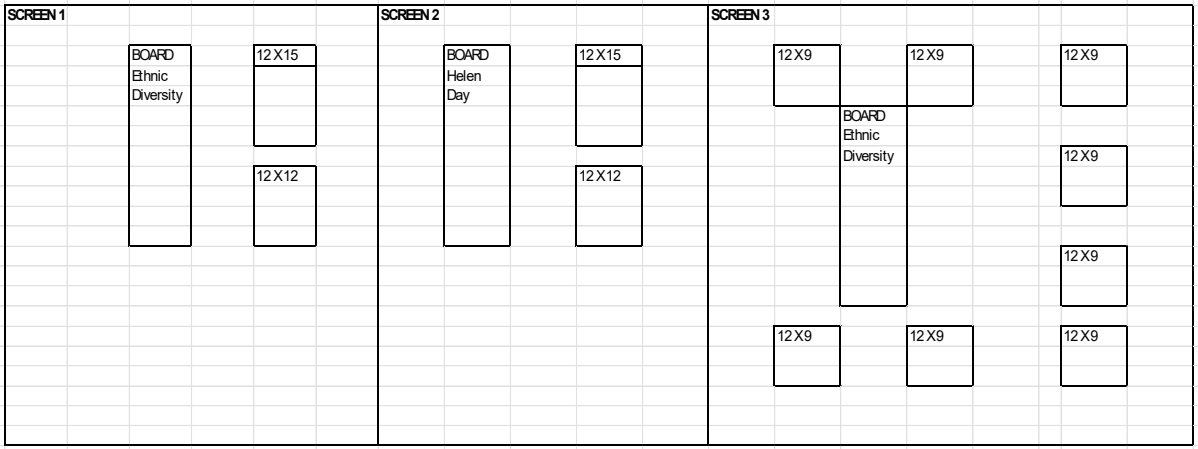
Wall of books



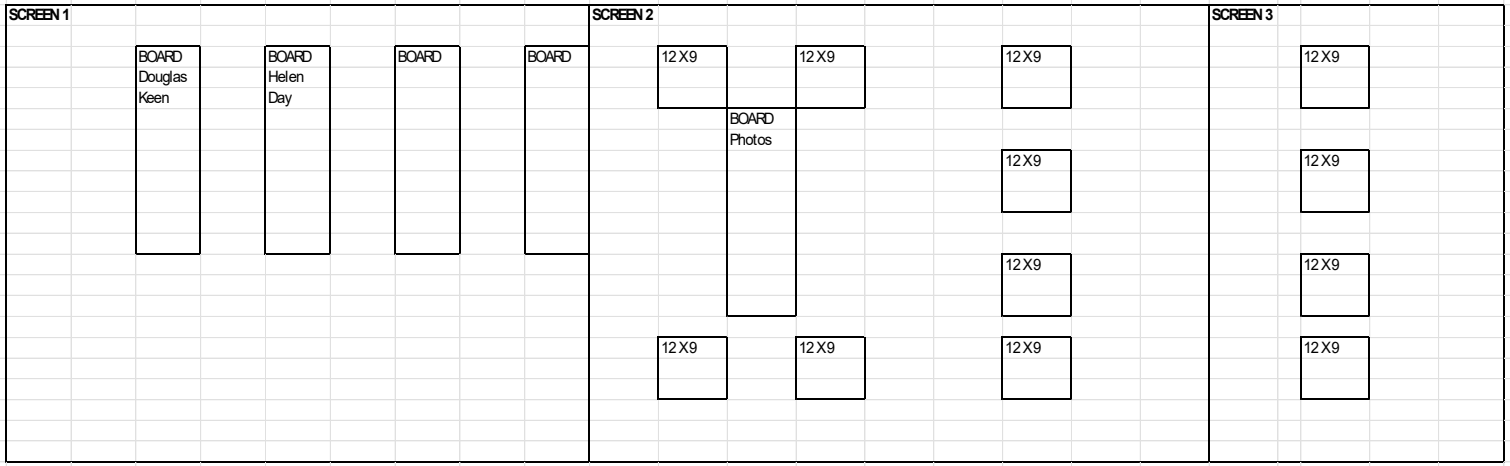


Positioning of the exhibits which will be screwed to the panelling on the north and south aisle of the church

SCREEN SOUTH FACING



SCREEN NORTH FACING



Positioning of the exhibits on the screens which will be free standing perpendicular to the wall displays

APPENDIX 1: LADYBIRD CRAFT FESTIVAL

Using Ladybird book titles as inspiration the exhibition will be a gathering point for craft inflow from local community; events and activities

Outside Path to the Church entrance
Ladybird Little Red Riding Hood and the Wolf take-a-pic-of-yourself boards. Board figures with holes for faces. Using enlarged images of actual Ladybird artwork, these stands are about 4 to 5 feet high and are a great draw for family activity.
Ladybird Book of Julius Caesar and Roman Britain advertising boards.
Oliver Cromwell and king Charles take-a-pic-of-yourself boards.

Grand Entrance Porch – a brilliant display
This should be a brilliant flamboyant opener based Ladybird Book of What to Look for in Summer. Flowers over the door Banner, Blossom laden book covers. Strawberries. Baby ducks, goslings, baby rabbits , lambs, calves, baby ponies.
Lots of books. Perhaps one fairy tale told with words and pics, book spreads. Poss Little Red Riding Hood. Very memorable images. Good for press and TV as for Knitted Bible

Displays within the church.
Back Porch: Ladybird Jesus By the Sea of Galilee. *Loaves and fishes.*
Joseph's Coat of Many Colours. *Ladybird story and pics plus actual coat of many colours from Paula WIlliams*
North Aisle Chapel: Ladybird Book of Noah's ark *Fairy lights and dove and Paul Wells incredible wooden scale model of the Ark*
Window sills: Ladybird What to look for in the garden*. Flowers. WI Hilton to create.*
The Enormous Turnip using spreads from book. Other fairy tales using spreads. Cinderella

Church Pillars
5 x 20ft pillars decorated as we did in our last exhibition. We must use the exquisite Ladybird pictures of all these subjects blown up to good size where we can. Possible subjects for pillars: St Francis and the birds. A lot of birds with this one. Easy to make from paper or cardboard. Lot of local birds, swans, swifts, kingfishers, heron, robins, egrets. The Ladybird Jack and the Beanstalk adapting our famous Jacob's ladder.

Primary Schools
3 Primary Schools – St Anne's, Godmanchester Academy, Bridge Academy to produce craft projects around subjects in Ladybird books for pillars.
Ladybird Book of Flight*. Hot air balloons,. 'planes, helicopters, angels, flying dinosaurs, bi-planes, modern jets, gliders.*
Ladybird The Night Sky*. Stars, spaceships, moons, perhaps satellites.*
Ladybird Book of a Space station *with astronauts. Planets . Easy to make with paper or cardboard.*
Butterflies and insects *including ladybirds.*
What to see in the river *Appropriate for Godmanchester. Waterlilies. Otters. Dragon flies. Water rats. Boats. Canoes. Boards. Snakes.*

Activities
Children's Reading Corners
Little science games from time to time.
Clockwork railway. Ladybird Book of Trains

Ladybird Book of Magnets, Bulbs and Batteries.
Dog corner with dog talks. Ladybird books of Dog Talk and Naughty Dogs.

Hanging Between the pillars
Helicopters. Creation quilts.
On pillars Our own stained glass angels. The Ladybird Book of Little Angels

APPENDIX 2: EVENTS

These act as draws for people to come to the church and while there see the exhibition and vice versa.
David Starkey, Young King Edward VI Tudor Ladybird Book of the Tudors [confirmed 22nd May 2027]
Stuart Orme. Ladybird Book Oliver Cromwell. [confirmed date tbc]
Cromwell's battle by Huntingdon Bridge and Donaldson's fish and chip shop. Stuart Orme Curator of the Cromwell Museum. Also a Cromwell display from Cromwell Museum.
Simon Thurley The Royal Family at Hinchingbrooke.
Lia Leendertz – The Almanac [confirmed date tbc]
In partnership with our local bookshop author events tbc:
John Simpson - An Evening With [confirmed date tbc]
Bob Geldof – On the Road [confirmed date tbc]

APPENDIX 3: PUBLICITY

In addition to paid media, we have an ongoing effective and co-operative PR relationship with all local media - in particular the regional Cambridgeshire and Huntingdonshire TV news and radio channels as well as local newspapers.

We have many effective local social media outlets that reach deep into our community.

The church family is very plugged into the town community and outside advertising sites throughout the town act as effective calls to action.

The church holds 250 people and we have a strong track record of putting on 7 or 8 successful mid-/upmarket events per year in the church catering for the whole community - and so our audience is on the lookout for them.

Our network of Friends and volunteers act as effective town criers.