



A BIT OF BIZ NEWS JUNE '19

If you come across anyone who you think should be involved with the Business Group, please pass on our contact details info@np4nb.online

THE ART OF BUSINESS...OR IS IT THE BUSINESS OF ART ?

BIZ TIPS FROM THE TOP



In New Buckenham the art and photo show season has been and gone. Times are hard. Pulling money out of pockets is an art in itself and for artists, the show may be over but the business of business goes on. How to make a living, or simply break even in a truly challenging market? So is there anything to learn from one of the biggest internationally renowned still life artists in the world - Norfolk born, James Gillick whose 2019 exhibition is now running in London. www.gillick-artist.com He's 47 years old. At just 26 he was commissioned to do a portrait of Margaret Thatcher. At 32 he was commissioned to paint Pope John Paul II. He gave some tips to Biz Buzz:

FOOTFALL- The most important thing of all. "You've got to have the right thing that appeals to the right people. Attract the viewers big time BUT you must know what percentage are willing or able to buy. We need to appeal to the top 20% who can afford the pictures."

QUALITY - "Simple. It's got to be the best." James confides that at the age of 16 he did *THREE* Art GCSEs - one for himself and 2 for a couple of other lads who paid him!! Yet, despite his massive talent (read the price tags if you don't believe me)

he says "I still think I'm pants!". How can he explain that belief? "A lot of artists think they must be first, not third best, but you must be realistic. Aim for the top but understand your capabilities. And be determined to improve." Gillick says it's obvious who is determined to make it. He says his agent Jonathan Cooper can spot a determined artist by just watching him walk down the road to his gallery.



SALES - Make sure the right person is coming to your show/shop/site. James talks about a ploy called "The Drop". It's a concept used by the mega-rich Kardashian family. You prepare the product relentlessly, promote it, do interviews, appearances, tutorials, sort out advertising and then on one day "Drop" it all into all areas. Result? Maximum impact. It worked this year for Gillick. On day one of the show only 5 pictures of 17 were not sold. In fact he'd had 23 sales by lunchtime as he'd netted 6 commissions.

BE THERE - Art lovers love to chat with the artist. The artist himself is a big seller

Is art really business? James Gillick says it's not! And yet he knows that he can't continue to do it unless

he sells it. He painted 17 pictures in 9 months - an extraordinary effort involving massively long days of uninterrupted, isolated work. In the summer it's 7am until 9pm. And still his aim is to improve. He works on one picture at a time and has recently experimented with slowing down the physical act of painting. He discovered that it can make his art even better. So much of what James says is relevant to any business.

If you have some clues or tips that you could pass on, please get in touch for our BIZ BUZZ BOOK of TIPS!

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JAMES GILICK: STILL LIVES 2019
6 - 29 June

Art Deco Silver Coffee Pot Oil on linen over panel 10.31 x 13.78ins (26.2 x 35cm)	Original: £8,500.00 Reprise available on request: £6,800.00
Compass & Map Oils on linen over panel 8.86 x 16.02ins (22.5 x 40.7cm)	Original: SOLD Reprise available on request: £7,600.00
Yellow Peonies in a Copper Vase Oils on linen over panel 18.27 x 14.17ins (46.4 x 36cm)	Original: SOLD Reprise available on request: £10,250.00
Cock & Hen Pheasant Oils on linen over Panel 18.11 x 40ins (46 x 101.5cm)	Original: SOLD Reprise available on request: £7,600.00
Bantam Eggs & Frying Pan Oils on linen over panel 18.11 x 40ins (46 x 101.5cm)	Original: SOLD Reprise available on request: £6,250.00

NEW BUCKENHAM PLAYERS PRESENTS
Saturday - June 1st - 8pm
THREE VICTORIAN MELODRAMAS
 40 YEARS ON

WAGES OF SIN	HISS THE VILLAIN	MARIA MARTEN
TICKETS £12 WITH FOOD	40TH ANNIVERSARY SPECIAL	PIE 'N' PEA SUPPER BY KING'S HEAD

DRAG, DRAMA & DRAWN OUT DEATHS
 BOX OFFICE: 01953 861456/ 860320 @ KING'S STORES
 PLAYS AND SUPPER AT NEW BUCKENHAM VILLAGE HALL

A ROUND OF MODERN-DAY APPLAUSE...for the Leeders at the Kings Head who provided the pie supper for the Victorian Melodrama night at the Village Hall. Now you know just how yummy the KH pies are, you'd better get down the pub!



FREE TOURISM LEAFLETS!
 If you need brochures covering Norfolk visitor spots get in touch

BRECKWORLD APP GOES FROM STRENGTH TO STRENGTH AND..... GOES ANDROID. GET IT FREE!



New Buck could soon be part of the cutting edge Breckworld app. Viewing Online - a tech company based in Dereham - has developed the app, believed to be a world first, which allows visitors to explore Breckland's market towns using a mobile phone. It's an iPhone app using top end digital technology, high definition 360° videos ...and the voice of Stephen Fry.

It also offers a treasure hunt, discounts, free days out and guides people to local businesses like cafes and shops. Keen to promote tourism in the region, Breckland have bought the concept and launched it last month. Biz Buzz along with the Neighbourhood Planning Team invited the brains behind it all to come to New Buckenham for a recce back in February. They were dead impressed at what we have here. We've invited Old Buckenham to climb on board since, together, we are two fabulous visitor attractions on the Tas Valley Way. However, the cost is always the catch! But GREAT NEWS! Viewing Online now believe they may have found funds to include both villages and related trails at no cost to our councils. This could be a major boost to businesses in the Bucks. Better still, and key to success, Breckworld is now going to launch on Android. check it out here www.breckworld.com and download the app free.



36

NEWS

How an increasingly rare orchid is thriving in a Norfolk village

Once a common sight in meadows and pastures, the green-winged orchid is now at risk due to changes in farm land.

But in one area of Norfolk, the small purple orchid is making a staggering comeback.

The Common at New Buckenham, near Wymondham, is one of the biggest areas of unimproved grassland in south Norfolk, making it the ideal habitat for the rare orchid.

Listed as a site of significant scientific interest because of its impressive flora and warbler population, numbers of the green-winged orchid have been growing year on year since the early 1980s.

On May 5, the 2019 orchid count was conducted by a team of local volunteers - and the results were astounding.

In total 3,252 plants were recorded, an increase of nearly 2,000 from 2013.

Tony Hamerton, chairman of the New Buckenham Common rights committee, has organised the count for the past three years and said the success of the flower

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was down to a 12 year agreement with a local farmer.

He said: "The land is rented to a farmer for nine months of the year for grazing cattle, which helps keep the wild grasses down so the orchids can come up.

It's a very nice public space and dog walkers benefit from it. Sustaining the habitat is very important to the village."

As well as being an established haven for orchids, New Buckenham provides a tempting home for a variety of rare animals.

Last year tens of thousands of bats were counted in the village, representing nine of the 18 species still living in the UK.

Among those was the rarest and most protected breed in the UK, the barbastelle, which is listed as near threatened.

Counts for 2019 will be conducted over four summer months but early figures have revealed hundreds in the first

New Buckenham Picture: LIBRARY

A green-winged orchid Picture: NORFOLK WILDLIFE TRUST

month. The warmer weather could also mark the return of the UK's fastest declining bird species, the turtle dove.

Although there have been no sightings on the common, visiting ornithologists have reported hearing a pair earlier this year.

BIZ BUZZ MAKES THE NEWS... LITERALLY!!! In case you hadn't spotted it, the Biz Buzz article last month about our rare Green Winged Orchids on the Common, caught the attention of the Diss Mercury. Every little helps if we are to encourage visitors by raising the profile of the village. Great for the B'n'B operations, pubs, shops, cafes etc.

...AND WHAT ABOUT THE PHONE MAST ???
 No. We hadn't forgotten. Waldon's Juliet Baller has now relinquished responsibility for the early stages of the mast because the project has moved on. Is that a good sign? It may not be. We've been told to contact Dr Clark, the Community, Government Relations & Media representative for Cornerstone - the

company building the infrastructure. We sent a pleading message to Dr Clark to get the latest. That was 2 weeks ago. So we've re-sent and will keep on doing it. Maybe he's in a not spot like us!!!!

Get in touch and pass on our contact details info@np4nb.online