



'The Aethelflaed Trail'

A Public Arts Trail and & Exhibition
Proposal for Wolverhampton

From Wednesfield to Tettenhall,
Wolverhampton
By



THE TETTENHALL DISTRICT
COMMUNITY TRUST



The Aethelflaed Art Trail & Exhibition

Presentation by



THE TETTENHALL DISTRICT
COMMUNITY TRUST

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PROJECT BACKGROUND

The **'Aethelflaed Historical Trail'**, will cover a 13-mile stretch from Wednesfield through to the beautiful Smestow Valley Nature Reserve in Tettenhall, Wolverhampton.

It aims to follow a historical path where Anglo-Saxons and Viking warriors are thought to have battled at the momentous **'Battle of 910 AD'**

This battle shaped the future of England and is significant to both Wolverhampton and England's history. We aim to make this a fascinating cultural and creative trail for tourism and for local communities to enjoy.

Please read our full proposal on our **Tettenhall District Trust** page:

[Aethelflaed \(zscaler.com\)](https://www.zscaler.com)



A project helping communities thrive

Education

Resources for schools

Interactive children's art and workshops

'Active Spaces and Places' The trail will provide opportunities for increased physical and well being activities

Opportunities for Artists/Makers/Historians. Permanent Art and named walking trail for Wolverhampton

Increased Tourism – new trail and development of a dedicated exhibition and community learning venue

A Dedicated Exhibition & Community Space for the Aethelflaed project and beyond

OUR VISION

Dedicated Exhibition professionally curated and designed

Wonderful specially commissioned art/artefacts and resources on display

Permanent building sought to become a historical and community learning space

To include

Book shop/merchandise

Cafe

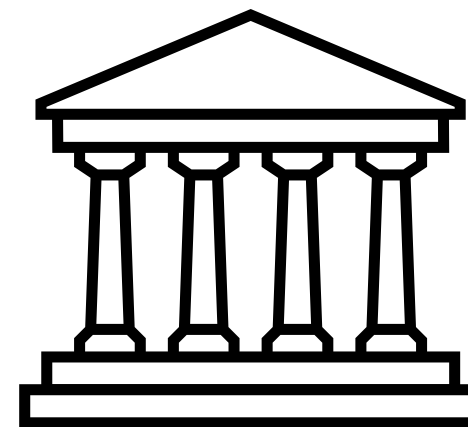
Creative workshops – meet the artist

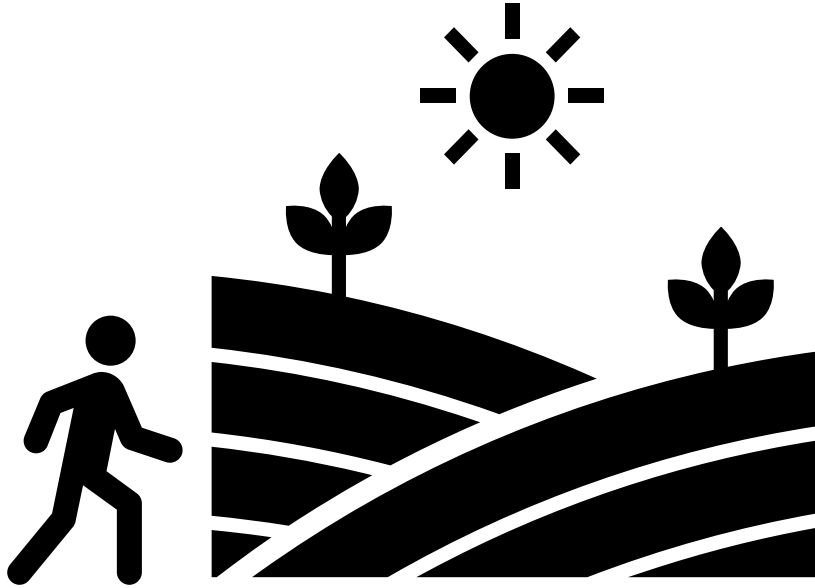
Guest speakers

Reenactors

Safe space for the community to enjoy

Enriching social and cultural learning





Strategic aims of project

Develop a new cultural trail for Wolverhampton

Increase Community Engagement

Embed Children's educational resources into schools and the community

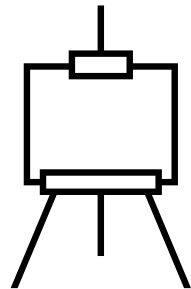
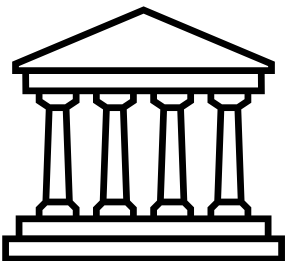
Regeneration of disused building into public exhibition/learning space

Helping to improve Health and Wellbeing

'Get Wolverhampton Moving' WCC

13 mile walking trail

History meets creativity
Opportunities for artist/makers



Collaborative working with local council

Wolverhampton City
Council
(WCC)

Aligning our project aims with Wolverhampton Council's strategic plan 2024 , link here to WCC plan:

<https://www.wolverhampton.gov.uk/sites/default/files/2024-02/Main%20Document%20WLP%20IPO.pdf>

‘Vision for Public health Inequalities Strategy’

Improving wellbeing . This trail aims to impact getting Wolverhampton Moving, provide ‘Active Spaces and Places and getting out into green spaces

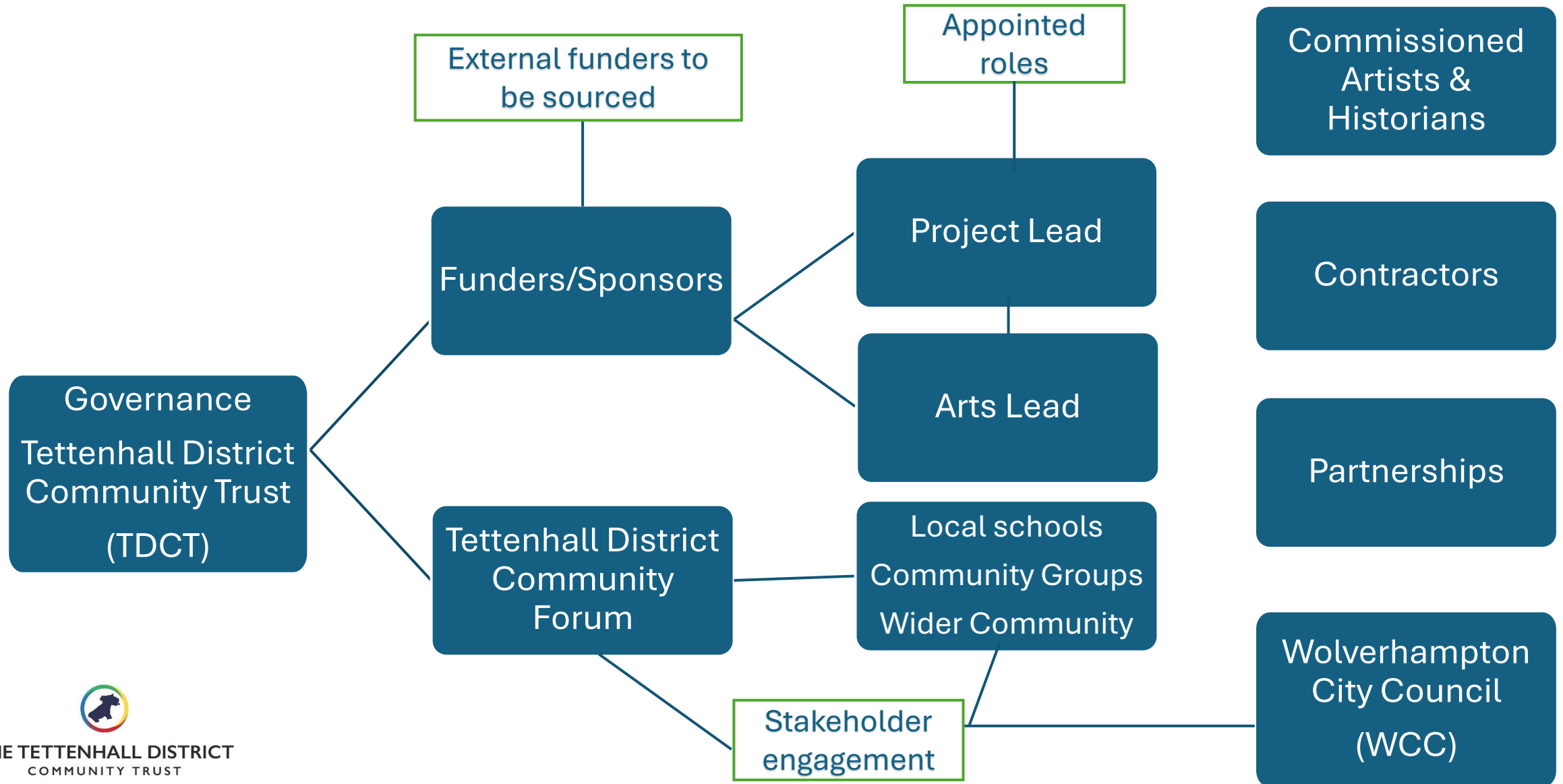
‘Thriving economy in all parts of the city’

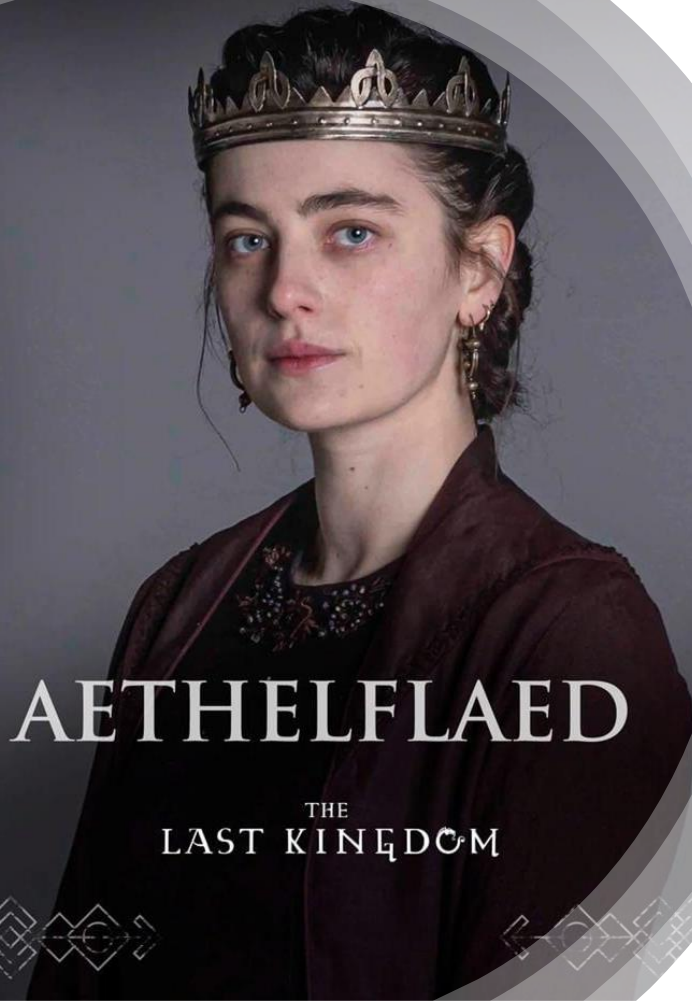
Regeneration and development & intended exhibition and community learning space

The natural and built environment – issue 7

3.39 – ‘..sustain and enhance the quality of the built and historic environment whilst ensuring the delivery of distinctive and attractive places’

Our project governance structure





AETHELFLAED

THE
LAST KINGDOM



Art forms and process

Bespoke designed sculptures & exhibition work

Information signs and illustrated map (interactive QR code links to artwork information)

Named route ? i.e. like other walking routes 'The Mercian way' & 'Monarchs Way'

Further educational workshops/ development of school's pack to work alongside walking route

Working with partnership organization and key funders

Local businesses /schools, college, university, community Groups

Aethelflaed online

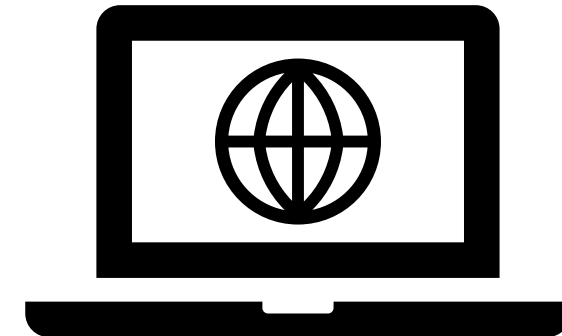
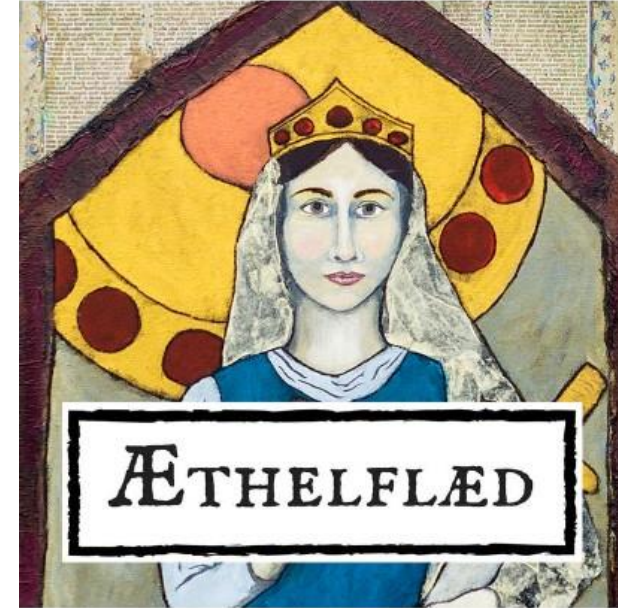
Enhancing the project / spreading awareness

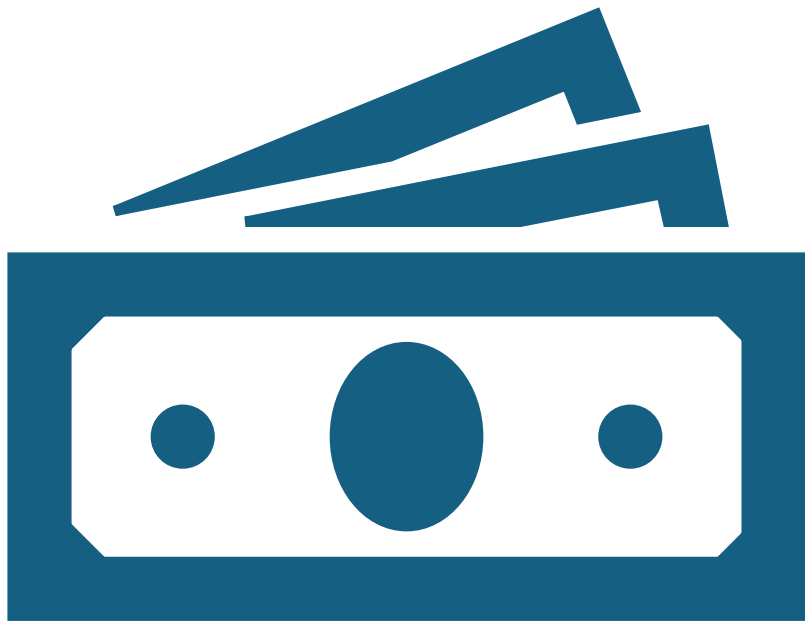
Dedicated Website and or face book page, updates of events

Branding

Illustrated and audience friendly map/virtual and paper version

Merchandise stemming from art sculptures/designs





Budget Plan Focus

#1 DEVELOPMENT PHASE (External funding required)

Appointment of roles to drive project:

Project Lead

Community Arts Lead

Marketing and development of 'Aethelflaed brand'

Development of trail website/social media pages

Creation of flyer/info booklet for community awareness

Community engagement workshops: schools, community groups, charitable groups, wider community

Artist Brief/s Written – to outline individual commission opportunities for artist, makers and historians

#2 CREATE PHASE

Trail and exhibition artwork

Commissioned artists selected/work designed

Art created /installed/signage installed

Exhibition set up / Venue set-up

Events schedule prepared and rolled out



Budget Breakdown

#1 DEVELOPMENT PHASE

(based 12 months)

Project Lead

Arts Lead

Marketing /Branding

Community Engagement workshops

Info leaflet for schools/community groups

Website /social media pgs. development

Cost = £57,650.00

#2 CREATE PHASE

(based 12 months)

Commissioned
Artists/makers/writers/historians
appointment x 25 (varied)

Artworks designed/installed + Themed
play area

Signage and map created

Schedule of events & community
workshops plotted and rolled out

Educational resources created

Exhibition/set-up

Cost = £382,440.00



Resources and recent articles:

Our dedicated project page:

www.tdcic.org.uk

Most recent article about the Trail and community engagement so far:

BBC

<https://www.bbc.co.uk/news/uk-england-67427098.amp>

[Aethelflaed: The warrior queen who broke the glass ceiling - BBC News](#)

[English Historical Fiction Authors: Æthelflæd: Lady, or Queen?](#)
(englishhistoryauthors.blogspot.com)

New Sculpture at Tamworth

[Arise Queen Aethelflaed - Latest News - Joseph Ash Galvanizing](#)



The lady Aethelflaed cast sculpture at Tamworth



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Next steps ?

Community engagement and feedback

A dedicated questionnaire and online survey has been created to encourage local and wider community feedback, now being published to the wider community:

<https://910adsurvey.tdcic.org.uk>

Further presentations to local groups/community
Hold meeting with Council re educational opportunities and further collaborative opportunities in view of WCC strategic plan

Source and invite stakeholders

Project plan finalised +Timeline + Budget confirmed Oct 24

Source Suitable exhibition venue/suitable community space

Applications to potential funders **October – November 2024**

Objective to secure Funding support by **Jan – February 2025** to commence Phase 1



THE TETTENHALL DISTRICT
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Key project contacts:

Project Lead

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THE TETTENHALL DISTRICT COMMUNITY TRUST

TDCIC: promoting the social, economic and environmental wellbeing of the district. Our objectives and further information can be found at www.tdcic.org.uk