

Woodland Trust art fundraiser 2024

Clarence Bicknell Botanical Prints

The cooperation of writer Frederick Forsyth and broadcaster Clive Anderson, President of the Woodland Trust, triggers the launch of a diverse campaign of culture to raise funds for the Woodland Trust and to draw attention to its aims and successes.

Key points

1. Frederick Forsyth and Clive Anderson each sign 100 to 200 limited-edition high-quality art prints, decorative and accurate botanical watercolours by Clarence Bicknell (1842-1918) who lived and worked in Italy www.clarencebicknell.com
2. Quantities under discussion; 200 prints in a first wave. Sold in sets of four or singly.
3. The prints will be offered for sale, with or without frames, at a premium price in order to optimise income to the Woodland Trust (under discussion £150 unframed, £250 framed, or £450/£800 for a set of four. 26x34cm portrait). Sales at events would have some priority over online sales. Proceeds after direct costs (c. £39 per print and frame plus retail discount where required) go to the Woodland Trust.
4. In cooperation with participating partners, we plan a launch event for the sale of the prints. (VIP guest list, attractive location, some art on display, seeking sponsor)
5. An exhibition of Clarence Bicknell's work would provide additional scope to the campaign (we are in touch with The Guildhall Art Gallery, The Fitzwilliam Museum and the Society of Botanical Artists for one or more exhibitions)
6. Details and timing to be overseen by an informal steering committee including the right person from the Woodland Trust. Marcus Bicknell willing to do the legwork and communications.

The Woodland Trust interests and contributions

1. Income from the sale of the prints (initial target c. £40,000)
2. Reputational enhancement by association with related cultural events.
3. Associating the Woodland Trust with botanical art and the legacy of Clarence Bicknell will provide increased visibility and introduce your mission to a broader audience that appreciates art,



- botany, and heritage. This campaign targets those who know little about the Woodland Trust.
4. New platforms for spreading the word about the Woodland Trust 's work
 5. Leverage further opportunities for promotion of the Woodland Trust coat-tailing on the energy of Kensington and Chelsea Over 50s Forum and their marketing director Mina Nakhai who made the introduction to the Woodland Trust.
 6. Future events such as exhibitions listed above, potential "sponsor" credit without cash contribution
 7. Woodland Trust would invite ambassadors, partners, VIPs and influencers to launch events/exhibitions
 8. Woodland Trust's partners could be invited to participate; Sainsbury's, Ovo Energy, People's Postcode Lottery, Pets at Home, Aviva and others.
 9. Note to MB: add where suitable; The Woodland Trust is a charity registered in England and Wales no.294344 and in Scotland no. SC038885. Logo... Registered TM no. 2240531

Clarence Bicknell Association's interests and contributions

- a) Woodland Trust could suggest or provide other events or outlets including online for the sale of the flower images. Clarence Bicknell Association can fulfil orders.
- b) Enhance the environmental issues at future Clarence Bicknell exhibitions
- c) Leverage UK media interest to promote Clarence Bicknell in the UK where he is less known than in Italy and France because there is not a market in his art (everything is held privately or in museums)
- d) The Clarence Bicknell Association and the Bicknell family will provide the Clarence Bicknell prints, frames, packaging and shipping at cost. 260mm x 340mm (portrait). A3 frame, default colours black, white or light wood. Reproduction is by state-of-the-art digital offset lithographs on an eight-colour Komori Lithrone LS-829 with H-UV by The Indigo Press. Each print is on 150gsm uncoated card and machine-sealed. There are 30 different watercolours, 25 copies of each.
- e) We plan to provide a sticker or card sheet for the purchaser to affix to the back (or not) with details of the work and of Clarence Bicknell. Question: what should be at the bottom of the front of the print alongside Clive Anderson's signature? "Signed by Clive Anderson, President of the Woodland Trust, to promote a world where woods and trees thrive for people and nature. Print x/200". (<https://www.woodlandtrust.org.uk/about-us/who-we-are/>).
Or shorter
"Signed by Clive Anderson in favour of the Woodland Trust. Print x/25".

Other partners

Kensington and Chelsea Over 50s Forum where Marcus has made two presentations in the last year and where he was introduced by Mina Nakhai to the idea of working with The Woodland Trust on the Clarence Bicknell art prints.

Other celebrities keen to help by signing prints and other botanical art groups

MB 27 Feb 2024

*The Woodland Trust and the Clarence Bicknell Association
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Notes for editors

Clive Anderson (born 10 December 1952) is an English television and radio presenter, comedy writer, and former barrister.

Winner of a British Comedy Award in 1991, Anderson began experimenting with comedy and writing comedic scripts during his 15-year legal career, before becoming host of *Whose Line Is It Anyway?*, initially a radio show on BBC Radio 4 in 1988, before moving to television on Channel 4 from 1988 to 1999. He was also host of his own chat show *Clive Anderson Talks Back*, which changed its name to *Clive Anderson All Talk* in 1996, from 1989 to 2001. He has also hosted many radio programmes, and made guest appearances on *Have I Got News for You*, *Mock the Week*, *QI*, *Loose Ends*, *Clive Anderson's Chat Room*, *Unreliable Evidence* and *The Unbelievable Truth*.

Clive Anderson has been president of the Woodland Trust for more than 10 years, having taken a long interest in the problems facing the natural world and trees in particular. He and his wife Jane Anderson, a physician who has spent her career in managing HIV/AIDS, live in Highbury, North London

Frederick Forsyth CBE (born 25 August 1938) is an award-winning English novelist and journalist. He is best known for thrillers such as *The Day of the Jackal*, *The Odessa File*, *The Fourth Protocol*, *The Dogs of War*, *The Devil's Alternative*, *The Fist of God*, *Icon*, *The Veteran*, *Avenger*, *The Afghan*, *The Cobra* and *The Kill List*. Forsyth's works frequently appear on best-sellers lists and more than a dozen of his titles have been adapted to film. By 2006, he had sold more than 70 million books in more than 30 languages.

Forsyth was appointed a Commander of the Order of the British Empire (CBE) in the 1997 New Year Honours list for services to literature. Freddie, as he likes to be called, and his wife Sandy live in leafy Buckinghamshire. He is a lover of art, especially botanical art.