

Pews to Go The Great Pew Re-homing Project!

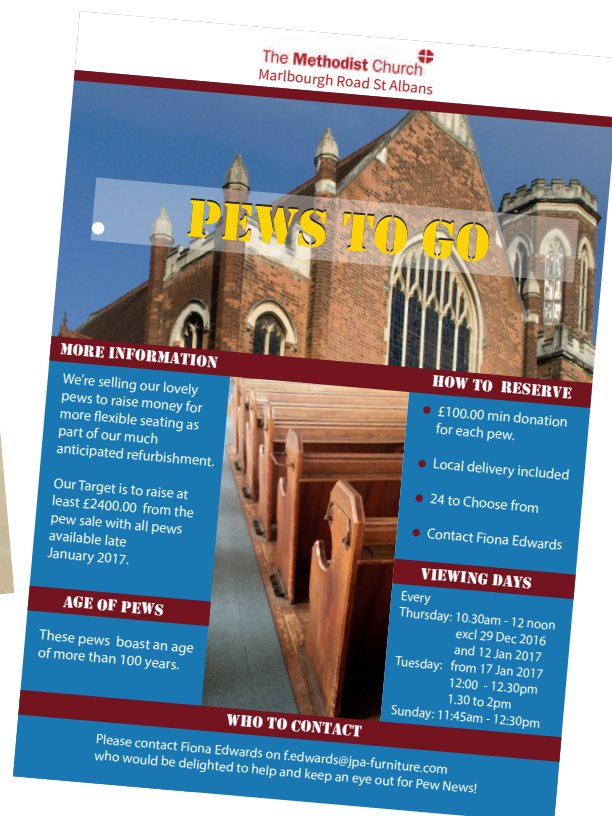
What the project was:

27 pews to be re-homed, each process at 100.00

A chance meeting at Sustainable St Albans week brought JPA Furniture into contact with the MRMC Team, which in turn led to the Pews to Go 2017 project as part of a grand refurbishment scheme. The 27 beautiful oak and elm pews dating from 1815 had to be cleared in order to make way for newer, more flexible seating which would allow the building to become a community multi-space venue.

JPA Furniture volunteered to try and find second homes for ALL 27 pews locally, donating all administrative, marketing, transport and warehousing costs, in order that any monies raised could contribute directly to the refurbishment, and, making the whole process easier for prospective purchasers. Meanwhile, the MRMC team took care of taking the pews up and promoting internally and via social media.





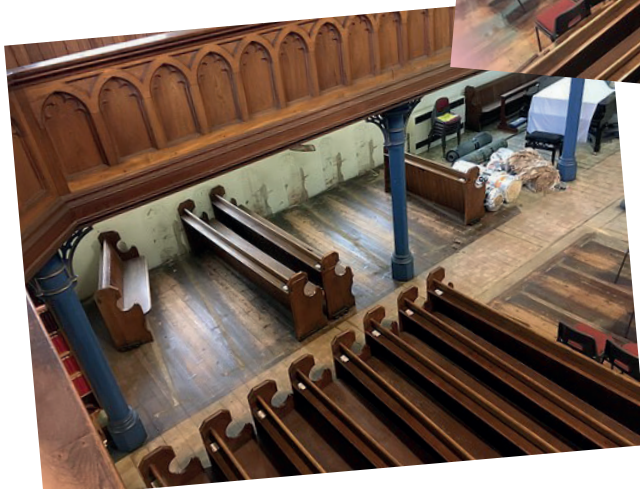
How we did it: flyer, press, meetings

Pews to Go was launched in January 2017, with planning meetings taking place at JPA and at MRMC coffee mornings – with the added benefit of Rona's marvellous scones. JPA produced flyers and promoted on local media with the cause being taken up by Radio Verulam whilst MRMC threw themselves into social media and press – with impressive results. We had initially been worried that we wouldn't find buyers for all the pews but we needn't have worried, we had over 100 interested parties which was amazing. For fairness, the pews were allocated on a first come first serve basis and being snapped up within a week.



Pews coming up

The pews had to come up in a narrow three day window w/c X Jan 2017 in order to fit in with the building refurbishment schedule and this was tackled by Team MRMC, made up of Rona, John, Mike and X – tough work at the best of times. Pews were then collected by JPA and then stored and/or delivered to end users - we are delighted to say that all but one pews was delivered locally.



Outcome

All 27 pews were sold, raising X towards the MRMC refurbishment – see pic

We had over 89 parties interested in purchasing and we eventually had to go for first come first served.

Thank you so much – our pew is fabulous! I will send you a picture. Thank you for all of your assistance with this, from our perspective, it was a very well run operation!



So pleased with it! Will get some photos in the daylight tomorrow / at the weekend and send them over. My youngest child loves it! He's 8 and sat on it just how I used to when I was his age, stroking the curve of the arm and fiddling with the hook on the side.



Just a note to say thank you for your help. My pew has been collected and will take pride of place when the new room is finished.

wow we didn't realise it was so huge! thank you for organising/delivery - will send a picture when it's in use - my husband has plans for it & he's going to get a plaque for our wedding date and their baptisms which all took place at marlborough road - we're so pleased to have been able to purchase one

