

# OPEN STUDIOS NOTTS 2018 - REPORT ON EVENTS

## INTRODUCTION & SUMMARY



**BRINGING ARTISTS INTO VIEW**  
DISCOVER ART AND CRAFT IN YOUR COMMUNITY

OVER 250 ARTISTS AND MAKERS INVITE YOU TO VISIT THEIR STUDIOS AND EVENTS IN NOTTINGHAMSHIRE, WITH EXHIBITIONS AT RETFORD LIBRARY, ARNOLD LIBRARY AND BEESTON LIBRARY

**EVENTS PROGRAMME**  
**DIRECTORY OF ARTISTS AND MAKERS** [www.osnotts.co.uk](http://www.osnotts.co.uk)

**Events over 7 weeks in May & early June** are an opportunity to **meet artists & makers** and discover their work, often with **demonstrations & other activities** as part of the experience. Many offer refreshments or are near to one or more of Nottinghamshire's wide range of cafés & pubs.

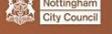
1-11 Styrrup, Scrooby, Mattersey, Retford, Laneham, Askham, Thoresby Park  
12-21 North Clifton, Thorney, Collingham  
22-27 Newark-on-Trent  
28-35 Upton Studios & Southwell Studio Trail  
36-37 Patchings Art Centre & Papplewick Pumping Station  
38-41 Mansfield, Kirkby-in-Ashfield  
42-49 Hidden Valleys Arts Trail: Brinsley, Underwood, Selston  
50-51 Kimberley & Giltbrook Artists  
52-69 Nottingham – incl Sherwood Studios & Sneinton Artists  
70 Lady Bay Arts Festival  
71-79 West Bridgford, Lowdham, Aslockton, Bingham, Cotgrave, Keyworth, Wysall  
80 Attenborough-Beeston-Chilwell Artists Trail

**27 April to 5 June - Linked exhibitions at Retford, Arnold & Beeston Libraries (A-C on the map)** showing photographs by photographer Neil Pledger of OS Notts artists and craftspeople at work in their studios and work spaces, alongside event information - courtesy of Inspire: Culture, Learning and Libraries. **FREE Admission**, please check library opening hours at [www.inspireculture.org.uk](http://www.inspireculture.org.uk)

**FREE entry to most events - a few make a small charge to help cover costs or for charity.**

Open Studios Notts and the groups running the events named in this brochure cannot accept liability for any loss, damage or injury sustained by any member of the public visiting the studios. Members of the public do so entirely at their own risk. Children under 18 to be accompanied by an adult. Events are run by the groups/individuals named. All information is correct at the time of going to press. Open Studios Notts will aim to post any variations that arise on the website. Otherwise, members of the public should contact the named groups/individuals for further information on any particular event. Please also note that cafes, pubs & restaurants named are not officially connected with Open Studios Notts but are highlighted purely for information.

We wish to thank **Nottinghamshire County Council, Inspire: Culture, Learning and Libraries, & Nottingham City Council** for the ongoing support that has made this initiative possible.

   
 [www.inspireculture.org.uk](http://www.inspireculture.org.uk)

**www.osnotts.co.uk**  
f openstudiosnotts @OSNotts



**Key:**  
R - Refreshments at Venue  
C - Café nearby  
FW - Full Wheelchair access  
PW - Partial Wheelchair access  
NW - No wheelchair access

## WHAT HAPPENED?

Open Studios Notts 2018 took place between 27 April and 10 June, as a 7<sup>th</sup> year of events designed to allow visitors to meet Nottinghamshire-based artists and to discover their work and practices.

- **Promoted over 250 artists in events at 80 locations** around the county & city.
  - **Individual artists** - in studios and small group events (105 artists).
  - **Larger group events** (66).
  - **'Festival' events** x3 - *ABCAT* (30), *Lady Bay Arts Festival* (70) & *Patchings Festival* (250 – taking place in July and not included in the 'artists promoted' figure).
- **Exhibitions in 3 county libraries** (Retford, Beeston & Arnold), curated by Inspire
  - Photographs (by Neil Pledger) of a selection of OSNotts artists in their studios/workplaces.
  - Information panels summarising the open studios.
  - Each library held a series of 'Meet the Artists' events.

## HOW WAS IT DONE?

All open studio events were put on by the participating artists.

- **Events Brochure** - design and print paid for from **Artists participation fees** (plus a small grant from **Nottingham City Council**):
  - **22,000 copies** distributed by participating artists, aided by **INSPIRE & Nottingham City Council** around Nottingham & Nottinghamshire and to an area c20 miles beyond county border (including venues in Leicester, Lincoln, Derby, Sheffield, Doncaster).

- **Central promotion** under the 'Open Studios Notts' banner – all co-ordination work being done by unpaid volunteers. This included:

1. *Recruitment of artists to take part in OSNotts*
  - *Receive applications*
  - *Receive payments*
2. *Brochure design & print*
  - *Prepare entries from artists applications*
  - *Editing*
  - *Liaise with designer (Tom Partridge)*
3. *Marketing - Brochure distribution*
4. *Marketing - Website maintenance ([www.osnotts.co.uk](http://www.osnotts.co.uk))-*
5. *Marketing - Social media*
  - *Facebook, Twitter (Apr-Jun: c47,700 Twitter impressions; 64,142 Facebook reach)*
  - *Add posts, share artists posts etc.*
6. *Marketing – Mailchimp*
  - *Write and circulate newsletters to mailing list*
7. *Marketing - Press (Newspapers, TV/Radio)*
8. *Artists support*
  - *Monitor emails*
  - *Communicate with artists*
9. *Practicalities – co-ordinate banner & sign distribution*

- **Library exhibitions** - hosted and curated by **INSPIRE**.
  - *41,785 people recorded visiting these libraries during the exhibition run.*
- **INSPIRE** also provided **logistical support** - hosting meetings and including us in their promotional literature and social media.
  - *1,589 people like the Inspire Arts Facebook page*
  - *4,531 people follow Inspire on Twitter*

#### HOW WAS IT PAID FOR?

- The budget to achieve the central promotion was as follows:
  - £1,000.20 – carryover of funds from 2017.
  - £2,955.00 – raised from **artists participation fees** set at £20 for individuals, £60 for group events & £75 for Festival event.
  - £200.00 – **small grant from Nottingham City Council.**
  - £3,411.60 – spent on brochure design/print + new banners/boards + OSNotts insurance + 2-year UK2 hosting fee for website.
  - £216.60 – overspend for 2018 events.
  - £783.60 – carryover to 2019.
- The Artists Fees effectively unlocked:
  - **Volunteer-based work** that ran the OSNotts promotion - ie the co-ordination and further volunteer work described above, estimated at **£4,900**.
  - **INSPIRE** funding & in-kind support - included co-ordinating & curating the exhibitions, exhibition material costs, equivalent hire costs of the 3 library galleries, Arts team & library staff time & support throughout the year, estimated at **£4,305**.
- Effective Subsidy Calculation: artists fees (£2,955) + Nottingham City Council grant (£200) + volunteer time (£4,900) + Inspire support (£4,305) = **£12,360** budget, ie approximately:
  - **£85 per individual participating artist** (who paid 72% of the fees - *effectively a subsidy of £65 to each artist*).
  - **£253 per group entry** (20.5% of the fees - *effectively a subsidy of £193 to each group*).
  - **£309 per festival** (7.5% of the fees - *effectively a subsidy of £249 to each festival*).