



NEWSLETTER

June 2007
Issue 28

ARTWEEKS 2007

The feedback which we have received so far seems to indicate that Artweeks 2007 was an exceptional year for many artists, with record numbers of visitors and sales. It was also the year that we celebrated our 25th anniversary—a milestone in the history of our organisation.

The AGM was held on 4th June at OVADA and the minutes and 2006 accounts are available on request. The enclosed Annual Report was summarised at the AGM and is a statement of what has been achieved this year. As you will see, we have responded to the priorities which were identified in last year's open meetings and feedback questionnaires from our members. I hope you feel that significant progress has been made this year in raising the profile of Artweeks, by improving our PR and marketing, streamlining distribution and offering a more efficient administrative service.

The Board would like to offer their thanks to all those volunteers who helped to make Artweeks such a great success; your support is very much appreciated. We shall look forward to welcoming you back when we reopen in September, to start preparations for our 2008 event.

Caryn Paladina, Festival Director.

2007 QUESTIONNAIRE

Thank you to everyone who has sent in their completed feedback questionnaire for 2007. If you haven't already done so, please return your completed form to the office before it closes at the end of June, so that we can pass the information to our public funders. If we are not able to provide this information, our funding for 2008 is at risk, so your co-operation will be very much appreciated.

(A copy is available to download from our website www.artweeks.org as a page from the March Newsletter).

IMPORTANT—CHANGE OF DATES FOR ARTWEEKS 2008

At this month's Board meeting, it was decided to change the dates for 2008. This change is in response to members wishing to avoid half-term holidays and will ensure that Artweeks 2008 includes two bank holiday weekends.

DATES FOR ARTWEEKS 2008 : 3 MAY — 26 MAY 2008

SOUTH : 3-11 MAY

NORTH : 10-18 MAY

CITY : 17-26 MAY

APPLICATIONS FOR ARTWEEKS 2008

Application forms and membership forms for Artweeks 2008 will be available from the end of September 2007. The closing date for 2008 entries will be **7 December 2007**.

WANTED: ARTISTS OR CRAFT WORKERS

woc.ART, the West Oxford Community Art Group, exhibit at the community centre during the City Artweeks each year. There is an opportunity for local artists to join this lively group for the 2008 exhibition, which takes place from 17-26 May.

If you are interested, and live in west Oxford, please let us know the following:
who you are (a brief cv or resumé)
what it is you do (media, techniques etc)
why you do it (a brief artist's statement)

If you could also include photographs, slides or digital files of your work, it would help us.

Please send or deliver your application before 31st July 2007 to Helen White c/o 45, Alexandra Rd, Oxford, OX2 0DD.
If you need more information, contact Helen on 07947 567496.

SPACE AVAILABLE FOR 2008 ARTWEEKS EXHIBITION

LASSCO Three Pigeons in Milton Common are interesting in hosting a site during 2008 Artweeks.

If you would like further information please contact:

Amanda Garrett on 01844 277188 or by e-mail to: amanda@lassco.co.uk

POTTERS WHEELS

Bicester Community College have 2 potters wheels available. All they ask is that you make a donation to the school and arrange your own collection and transportation.

For more information please contact : Jo Langton on 01295 712558

OXFORD ARTS FESTIVAL

The Oxford Arts Festival is a three day 'multi arts festival' (music, art, photography, poetry, drama and dance).

The festival is happening in many venues around Oxford on 28th, 29th & 30th September 2007.

Anyone interested in showcasing their work at this year's festival should send an example of their work (with full contact details; name, address, contact number, email) to:

The Oxford Arts Festival, PO Box 339, Kidlington OX5 NAY

Please only send in copies of your work: CDs, DVDs, Photos, Photocopies etc. If you do not have an example of your work please send a letter of intent. Stating what you plan to do at the festival, how long your performance will last, what it will be about etc.

Deadline for applications is the 31st July 2007. Line up will be announced on Friday 17th August 2007

ARTWEEKS OFFICE

PO Box 281
Oxford OX2 9FX

Tel/Fax 01865 849371 / oxfordartweeks@btinternet.com
Office hours : Monday, Wednesday and Friday, 9.30am—2.30pm

Festival Director and Co-ordinator : Caryn Paladina
Administrator : Nicky Carter

PLEASE NOTE - THE OFFICE WILL CLOSE FOR THE SUMMER ON :
FRIDAY, 29 JUNE AT 2.30PM
AND WILL RE-OPEN ON :
WEDNESDAY, 5 SEPTEMBER AT 9.30AM

Please note that the Artweeks office e-mail address has changed, and in September the PO Box address will also change—further details will be provided in September

ARTWEEKS' ANNUAL REPORT 2007

Following feedback from the completed 2006 membership questionnaires, last year's AGM and EGM, three main priorities were identified for the 2007 event.

The Festival Director's targets for 2007 were to improve :

1. Publicity and Marketing

It was generally felt by the membership that more funds should be spent on marketing. In order to achieve this, entry fees for 2007 were increased, and so the marketing budget was more than trebled from the previous year : from £4,639 (2006) to £17,690 (2007).

An additional District Council grant also enabled us to fund the appointment of "Lyons Marketing", who advised us with this year's publicity campaign and will continue to offer guidance over the coming year, particularly with securing future sponsorship.

- By being able to buy more time from our PR company, "Spriggs David", Artweeks had increased press coverage this year in most of Oxfordshire's publications and in all of the county's glossy magazines, including "Oxfordshire Life", "Oxfordshire Living", "Four Shires", "Cotswold Life" and "Elan". We also had coverage in "Berkshire Life" and extensive coverage in the Oxford Times and the "Limited Edition" magazine, over a five week period. Via area co-ordinators, artists were requested to look for local publicity opportunities and contact "Spriggs David Marketing" for official press releases.
- Radio Oxford provided enthusiastic coverage on several of their shows, and on their website. We also had exposure on Aylesbury Radio.
- Oxford Inspires covered the event in two of their printed brochures and on their website and we placed adverts in the "In Oxford" publication and the "Oxford Literary Festival" guide.
- We had 19 very visible vertical banners in 28 locations on all the approach roads into Oxford during May and many horizontal banners in every region of the county and at the Oxford Castle site, advertising our event.
- For the first time this year, we advertised on buses during April, May and the beginning of June.
- Sponsorship from Knight Frank meant that every site had a free Artweeks' flag to attract visitors, which was particularly effective in rural areas.
- The city also benefited from advertising on rickshaws this year, which travelled the city during May ; at the start of Artweeks, on 12 May, they

also circled the centre of Oxford, handing out guides, leaflets and balloons.

- As in previous years, posters, balloons and stickers were also supplied to area co-ordinators for local distribution.

- **Guide, Website and On Line Gallery**

To mark the 25th Anniversary of Artweeks, the guide was coloured silver this year and in response to feedback from members, we introduced a freer layout, which met with universal approval. By changing the size slightly, we were able to use a new printing press at "Holywell" printers and saved approximately £5,000 in production costs.

The website was redesigned and in response to suggestions at last year's EGM, we added the facility to download the guide in regional sections and added much more detail about Special Events and information for visitors and participants. The Artweeks' site was also linked to many other Open Studio and related sites.

We have received some excellent feedback from our visitors about the new website and since its launch in April, there have been just under 400,000 "hits" on the site.

The new On-Line Gallery was set up to mark Artweeks' 25th Anniversary and was offered free to members, for 2007. This new facility for members has been met with widespread approval and since its launch in April, has recorded almost 380,000 "hits". The site will continue throughout the year, but maintenance costs will need to be considered for next year, which will almost certainly involve a charge.

- **Regional Publicity**

Following last year's feedback from the North and South, there was a concerted effort this year to try to focus more events and publicity in these regions.

Two new area co-ordinators were appointed in the Chipping Norton area, and new co-ordinators in Witney and in the Didcot area. A number of new banners were supplied to the North and South which were customised to those areas. For the first time, there was also a launch party for all Northern artists and supporters of Artweeks at The Mill in Banbury.

In addition, "Knight Frank", one of our sponsors, held very successful private views at the start of each regional week, at Astall Manor near Burford, and the Barn Galleries in Henley on Thames. This heralded the start of Artweeks in these areas to a large audience. There were music concerts and exhibitions planned at Wantage Parish Church

and St. Mary's Church in Banbury ; the Wantage event was a great success and well attended.

- **Special Events / 25th Anniversary Celebrations**

The Special Events are very necessary to Artweeks in order to draw the public's attention : they provide something new for our publicity, which is vitally important in attracting support from newspapers and magazines. They also indicate to the public that the organisation is growing and developing, and it is working with other arts organisations to produce something unique.

To commemorate our 25th Anniversary, Artweeks commissioned a piece of music by Simon Whalley in partnership with Springline Arts. This new venture provided us with an opportunity to work with another local arts organisation, which served to raise our profile and provided a great deal of fresh publicity for our Artweeks. The Oxford Times and Radio Oxford were particularly interested in highlighting this event.

The "taster" exhibition at the Oxford Castle showcased the work of Artweeks' artists, across the three regions, from a city-centre location. The exhibition was funded by the Oxford Castle.

The residencies of three emerging artists at the OVADA Gallery in April, culminating in an exhibition through May and June, added a new dimension to the work of Artweeks, in the active support of young artists.

2. Finance

It has always been a priority of the Festival Director to manage the finances effectively, but even more so this year, so that we could afford to increase our marketing budget and pay for an extra part-time person in the Artweeks' office. This was partly achieved by increasing the entry fees for 2007, but also by making improvements with fund-raising this year.

- **Grants**

Extra funding was applied for and awarded to us by "Awards for All", which paid for the setting up of the new On-Line Gallery.

A Development grant from three District Councils also ensured the appointment of Lyons Marketing to support the planning of our marketing campaign and enabled us to start work on a Business Plan, which will help us with planning and applications for future funding. Local authority grants remained the same as last year, despite significant cutbacks in public funding for the Arts, with two grants still to be confirmed by the Vale of White Horse and Cherwell District Council.

- **Sponsors**

We have secured two new sponsors this year : D'Overbroeck's and Knight Frank. In addition, we continued to enjoy the "in kind" financial support of the Oxford Castle, Eye Division, Oxlink, Holywell Press, Spriggs David and E.W. Beard.

- **Advertising**

Advertising revenue increased to £12,400 in 2007 (a 34% increase on last year). It is the aim of the Festival Director to increase this income again next year, with the eventual target of paying for the guide entirely with advertising revenue.

In order to offset the increase of fees for young artists, the Board decided to offer **bursaries** for the first time this year.

3. Distribution

Another priority for 2007 was to improve the distribution of the guide. Via the newsletter and area co-ordinators, artists were asked to consider key locations in their area, where guides could be continuously supplied, rather than attempting to thinly supply every shop counter and waiting room in the county.

In addition, supplies to all the libraries in the county were increased and display stands provided. Together with all Oxfordshire's Tourist Information Centres, these outlets provide a reliable source of guides for all our visitors.

A number of guides were also distributed by a professional distribution company to key outlets with fixed display boxes, such as arts centres, hotels, restaurants, theatres, museums etc. throughout the county.

4. Improved Administrative Support

Thanks to the increased fees in 2007, we have been able to provide a more efficient office and administration function, with the employment of Nicky Carter. Nicky is now employed, part-time to run the Artweeks' office

This has allowed Caryn to spend more time on the co-ordination of other vital functions such as : finance (budgets, grant applications, advertising sales, sponsorship), PR and Marketing (liaising with Spriggs David, Lyons Marketing, producing publicity material), guide production (liaising with the designer and printer), special events (including tours and the Launch Parties), website and On-Line Gallery, area co-ordination, distribution, maintaining relationships with arts partners such as Oxford Inspires and OVADA and being responsible for communications with the Board, Artweeks' members (via the newsletter) and numerous outside agencies.

**Caryn Paladina,
Festival Director.**