

## SCA Arts Trail & Open Studios 2022

This year's Southport Contemporary Arts[SCA] Arts Trail & Open Studio's event will be held from 4th - 28th June 2022

Please take look at the details and any questions that are not answered here, just email us at - [arthousesca@gmail.com](mailto:arthousesca@gmail.com)

### Who Can Take Part?

Artists, Designer Makers and Creative Business's who live or work in the Southport area. The Trail will embrace all aspects of craft, design, sculpture, painting, print, photography, drawing, film, and installation.

**Independent Artists** taking part should be confident with presenting and selling their work and will need to have sufficient quantity and quality of work. See further details below.

**Creative Business's** taking part can take an advertisement which includes 2 listings for any activity that may be run. See further details below.

**No venue to open?** If you want to participate but cannot open your home or studio then you may be able share at another space as a Guest Artist. Let us know and we'll help sort something out.

Want to share your venue? Advantages of sharing are that visitors are often attracted by variety of style and content, and you will have someone to assist you with all aspects of opening –from displaying your work to welcoming visitors and clearing up afterwards. Let us know if you are looking for someone to share at your venue.

**A venue to offer?** If you have a venue to offer that you think would make a great exhibition or activity space, please let us know and let us know if there would be any costs involved.

### How to take part

–**Registration:** Email your interest as soon as you can, to [arthousesca@gmail.com](mailto:arthousesca@gmail.com) and then email us with the details of the activity in the format of this example, **by 25th Feb 2022** This date is an imperative, as it impacts on all of the information being available to go into trail map. You can send the information sooner if you have it.

## EXAMPLE

**Title-** It's behind you!! ( or your name if for an open studio)

**Short Description** -Come & discover how The Little Theatre Wardrobe department designs & creates costumes for our ever popular pantomimes. This is a rare opportunity to peek into the hidden creative world behind the scenes.

**When:** Saturday 4th June from 10am -11am.

**Where:** Foyer, Southport Little Theatre, Hoghton Street, Southport, PR9 0PA.

**Please accompany this with up to 2 photos if you are an independent artist and 1 photo and a logo if you are a group or business**

### **Participation Fee structure:**

- **SCA members** - free if showing in their own home / studio or that of another SCA artist

There may be a small charge if a non SCA venue is acquired for your work.

- **Non SCA members** - individuals - £25 if showing in their own home/studio

- **Not- for- profit Groups/ organisations** - £40 if showing in a venue organised by their own group, which includes a 1/4 page advertisement, if you would like one, and up to 2 listings of specific activity, sign posted on the map and have logo appear on brochure -

- **Commercial creative business's** - £55 which includes a 1/4 page advertisement if you would like one and up to 2 listings of specific activity ( as in the example), sign posted on the map and have logo appear on brochure

**NB- please tell us if you have more than 2 listings as we will need to check if we have space**

### **Information we require**

**Advertisements** - please include the copy for the advertisement you would like to appear, when you send us the other details

**Images:** Up to two images per Artist / 1 image per group, should be provided in electronic format, preferably by email as tiffs or jpegs (minimum 300 dpi resolution). Make sure to label images with your name. These will be used to promote the trail in our publicity. It is very important that this is checked to ensure that things like address details, or image reproduction are correct

**Opening times:** Venues should be open to the public from 11am to 4pm on the days you take part. You will need to decide which of the trail weekends and /or through the week dates, you wish to open. Clarity and consistency about opening days and times help visitors effectively plan their visits.

## Promotion

**Publicity + Information Distribution:** We will be publishing 3000, A5 hard copy glossy brochures with listings, Trail info and images, which we will ask you to help us distribute. We will also be emailing the map to our 500+ data base of individuals, with specific creative interest. We will be notifying national and local arts organisations and press. Alongside our full Trail brochure, we will also produce A4 posters, at least 10 of which, will be given to each Open House. You will be asked to distribute at least five of these posters to local cafes and shops, keeping a few back to put up at your venue and street during the event so that visitors can find you easily. If you need more, please contact the Trail Team as soon as possible.

## Making a success of the event

The SCA Trail Team co-ordinates the project, publishes the publicity and promotes the event. We distribute publicity to key venues in the borough and it can be downloaded from the Council's website. We will be in the "What's On" listings of the Council's website. We will issue press releases to local and specialist publications and seek media sponsorship to promote the project.

Participating artists should also actively promote their own work as well as the whole event, in addition to networking with other artists, (see above). You can do this by mailing the guide out to your contacts and encouraging local businesses to display the posters.

## Public Liability and Risk Assessment

Each Open House is individually responsible for the safety of its visitors. This means that you must have public liability insurance cover to take part, and should undertake an assessment of risks and hazards. It is very important that you take both of these steps so that you are protected if anything adverse should happen to one of your visitors.

For basic risk assessment guidance <http://www.voluntaryarts.org/uploaded/map55.pdf> . If you are an SCA member you are covered by our group Insurance. If you are not an

SCA member and not already insured, the best way to do so is through the a+n AIR programme. AIR – Artists' Interaction & Representation – is a membership scheme for practising visual and applied artists that provides a range of professional benefits as part of the artist subscription with a+n The Artists Information Company. All UK based a+n AIR subscribers receive £5m public liability cover for free. For more information visit : [www.a-n.co.uk/air](http://www.a-n.co.uk/air) or call 0191 241 8000. Price from £30.

**Networking:** The email addresses for all artists showing at your venue will be shared with the steering group unless you opt out.

We do all we can to promote every participant equally. Please help yourselves though by spreading information out to your own networks.

**Sponsorship:** A reminder that we are looking for sponsors to sponsor the guides/ trail maps. The sponsors can have any activity listed in events as well as their logo on the map, and will be clearly marked on the trail's map. It provides a great opportunity for a bar, pub or café situated on the trail, to become an 'official' lunch stop, or after trail watering hole.

Sponsorship Fee: £50 [£35 not-for-profit organisations]

## **Evaluation of the event**

It is important to get feedback from visitors to your studio so that you can learn and improve from the experience. We will want to hear about it too and will send you an evaluation form before the event to feedback key points of information to us. We will collate the outcomes and share them with all participating artists.