

Hailsham Art and Discovery Trail Information Handbook

9th– 23rd September 2023

Welcome and thank you for interest in the Hailsham Trail of Art and Discovery.

Our history

The art trail has been an annual event for the last 14 years, excluding 2020 Lockdown. Originally the event was named the Hailsham Festival of Art & Culture - Art Trail and Town Trail. Over the years the trail and festival developed and is now held in September covering 12 days within Hailsham and the surrounding areas.

As well as the art trail the Hailsham festival involves live performances, both musical and drama, film and literacy events plus competitions and dance forms. In 2022 the art trail included exhibitions, open studios, open houses and displays in shops and businesses.

We have compiled this handbook for your guidance and hope that you will find answers to some of the questions you have. There are many considerations that make your exhibition successful, including involving all the artists that are participating in your exhibition, working within an agreed budget & time frame, sharing costs, planning the exhibition layout and how to promote your exhibition. Most importantly, delegating tasks amongst the exhibitors using their strengths.

If you have previously been involved with an exhibition, consider what was successful and what wasn't and why so you can you make the necessary changes and develop the successful aspects further.

Visitors

It is unknown how many visitors will come to your venue. The art trail organisers are not responsible for the number of visitors to your exhibition, as this is dependent on many factors including your location and other venues and attractions near you. Visitor numbers can be affected and increased by promoting your own venue. Please keep a record of the number of visitors to your venue. It is helpful to find out how they heard about the art trail and your venue in particular – please pass this information onto HAN after the event.

Selling work

Most venues have work for sale (and the event is promoted that you can buy work direct from artists and makers). It is recommended that artists and makers clearly label their exhibits and give the organiser an inventory. A record of sales should be kept and prior to using a card machine the exhibitor should agree to pay the card machine supplier fee.

It is important to agree in advance with the venue and the exhibitors if any commission will be taken on sales. Some venues may prefer that artists handle their own sales. Please also check with your venue that the sale of items is permitted.

Publicity for your venue

The Art Trail programme will be in the format of an A3 sheet folded to DL size and will be available for distribution in August.

To help with promotion to a wider audience you are asked to participate in the distribution. It is recommended that you start your publicity well in advance and share the responsibility amongst the artists exhibiting at your venue.

Images.

Please supply 1 image for the programme and up to 3 images for the website and social media. All images should be in focus, large and in high resolution to avoid appearing blurry. Unsuitable images will not be used. Ensure all images supplied are given a title which includes your name. Please do not supply composition images
Details of your venue number will be given to you once the programme is ready for printing

HAN website

All members of HAN may add their own events to the online calendar on the HAN website

Flyers, leaflets

You might like to produce your own printed leaflets to advertise your venue. Remember that everyone on the Art Trail will benefit from publicity - the more visitors attracted to the area, the better for all - so venues that are close by might consider sharing publicity costs and social network marketing We may be able to supply you with the details of local printers who can offer a discount for Art Trail participants - please ask.

On the HAN website you will find a resources page with HAN logos and guidance on how to use these.

Paid Advertisements

You may wish to advertise your exhibition in local publications such as Hailsham What's on and parish magazines. You will need to know both the cost and deadlines for this. Please use the HAN logo should you place an advertisement

If there are other venues close by you may want to share the cost of this or for a paid advertisement to promote the group.

Posters

We have a certain number of A4 and A3 Art Trail boards for display outside venues - please ask if you need one.

Posters (artwork will be available to download from the website) can be displayed in local shops, community notice boards and artist home windows. If you have concerns about whether you can display posters outside your venue you can contact the council for clarification

Website

If your exhibition has a website, either on your home page or by creating a designated page please add a link to the Hailsham artists website. www.hailshamartistsnetwork.co.uk. Please remember to include the HAN logo

Blogs

You may wish to write a blog about your exhibition including aspects that will interest your visitors such as places of interest nearby, each participating artist or their art form

Mailing lists

Contact your client mailing list and ask other participants to do the same inviting them to your exhibition. To add additional interest, include nearby venues and other places to visit. Ask them to also mention your venue in their promotion.

Don't forget to use the HAN digital log.

Please make sure that you are complying with general Data protection regulations

<https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation>

You can also use software such as mailchimp to help you with this

Social Media

Twitter

Use your existing or create a twitter account and follow the Hailsham Artists Network When you tweet about your event, please mention HAN and tag #hailshamartrail. You can promote the art trail and your own event and encourage your visitors to do the same and reference this in their tweets about their visit

Instagram

Use your Instagram account or set up an account and encourage other artists to follow and HAN_ info.hailshamartists When you post a picture please tag #hailshamartrail, mention the art trail and encourage the artists and visitors to reference this in their Instagram account about their visit.

Facebook

Follow HailshamArtTrail to see the latest news. And use this to promote your own exhibition

Press release

Consider whether you have story that will interest the local press. For example, is your venue unusual, or have or have any of the artists recent participated in a national event, won an award. Write your press release and send it to local publications and share your story with the art trail team so that we can mention it in our promotion. Please mention the art trail in your article.

Word of mouth:

Tell everyone about your exhibition and ask them to also spread the word

Promotion on the day

Display promotion material outside the venue and put-up bunting and / or balloons. Use the exhibition to promote other aspects of artists work If artists accept commissions, give demonstrations, or run classes ask them to provide their promotional material for aspects of their work. Also ask them to include other exhibitions that they will be taking part in.

Visitors book

This will help you build up a mailing list for future promotion of events and get some useful feedback on your event. Ensure you follow the GDPR guidelines above when collecting data.

Other Considerations for your event listing

Discovery Trail

To add further interest and encourage more visitors we are planning to include a discovery trail in conjunction with the Art trail. Ideas can include a pub that serves food and may be interested in offering an Arts trail special deal. A nearby church that is of historical or other

interest, a walk-in nearby wood, playground nearby, a local farm shop or any other suggestions and ideas.

Getting to the venue

Bus / Walking / Cycling

If your venue is on a bus route or accessible on foot and/or by bike, we recommend that you include this information on your website.

Disabled access

The Disability and Discrimination Act (DDA) came into force in 2004 and requires anyone inviting the public to an event or exhibition to make reasonable adjustments for access. The programme and website will list whether your venue has full disabled access or not.

Refreshments

Some exhibitions serve refreshments such as tea and cakes. This can be used to raise money for your chosen charity. It is recommended that you read the Food Standards Agency Guidance <https://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events> before deciding whether to offer refreshments.

Raising Money for Charity

It is a purely personal choice if you wish to raise money for a charity / various charity. In the past several exhibitions have raised money for local and national charities. They felt that this helped towards the success of their exhibition

Insurance / Policies / Regulations

Public liability insurance

It is recommended that all venues should take out public liability insurance. If someone has a serious accident in your house, you could be sued for a great deal of money. Open houses may wish to check with your home insurer to see if you are already covered for public liability. See the HAN website resources page for options.

Music

Background music is a lovely addition to any event but please be aware of PRS and PPL licensing laws – if you advertise live music rather than it being incidental to your event, you should apply for a PRS licence. <https://pplprs.co.uk/>

Children

Children enjoy visual art, and this should be encouraged. To help make their visit interesting you might consider inviting them to do a picture which can be displayed in a designated area, run a competition, such as how many birds can you find in the exhibition, ask them to nominate their favourite exhibit. Children also appreciate small rewards for their involvement. Do an internet search for lots of quick, inexpensive activities that they can do whilst visiting your exhibition. Please do consider a risk assessment and also consider how you are ensuring the children are safe. If you are using a hired venue, they may also have a child safeguarding policy which you should be aware of.

Risk Assessments

If you are hiring a venue, you may be asked to carry do a risk assessment and you make also decide to this for your own peace of mind. Further information is available visit

<https://www.hse.gov.uk/simple-health-safety/risk/index.htm>

PAT testing if you are using electrical equipment, you can find out further information about PAT testing requirements and whether the electrical equipment requires a PAT test.

<https://www.hse.gov.uk/electricity/faq-portable-appliance-testing.htm>

We hope that you have a successful and enjoyable exhibition during this year's Trail.