

The Way Forward: Arts & Crafts Marketing in Powys

Results of Consultation Events held at:

Carad in Rhayader, May 13th 2009
National Park Centre, Libanus May 22nd 2009
Oriel Davies Gallery, Newtown June 2nd 2009

Introduction

Glasu would like to thank artists and craftspeople who gave their time at the Marketing Consultation Events. We are also grateful to those commissioned to contribute who did so with great enthusiasm and expertise.

Glasu's Role

For greater clarification of Glasu's role and intention, we are a European funded organisation working as part of Powys County Council. Our remit is to embrace projects that address:

Innovation
Co-operation
"Bottom up" approach
Networking

Glasu also has targets agreed with the Welsh Assembly Government and projects will need to be able to meet these targets, most of which address levels of participation; economic benefits and sustainability in its widest sense. The *Culture, Heritage & Local Products* project runs until February 2011 and the plan to spend budget on marketing arts and crafts is an integral part of our action plan. The desire to work with artists and craftspeople stems from the experience of Wonderwool Wales and the understanding of the marketing challenges that are presented to people who work in the sector and have neither time nor resources to progress their businesses.

This report includes the following information:

- Project monitoring – a profile of the people who attended the events
- Evaluation form – the views expressed
- Top 5 ideas
- Steering group terms of reference

Notice of steering group meeting, July 28th 2009

PROJECT MONITORING FORM

To help us monitor the events we organise we would be grateful if you could take the time to answer the questions below.

Title of course/event: Marketing Consultation Event

Location: Overall _____

Please tell us about yourself. This information will be kept confidential and is only required for the purposes of project monitoring.

Please tick the applicable box:-

Gender	Male	8
	Female	27
Age Group	Under 16	0
	17 – 20	0
	21 – 25	1
	26 – 30	1
	31 – 40	3
	41 – 50	9
	Over 50	21
	Welsh Language	Fluent in spoken Welsh
Learner (taking steps to learn Welsh)		10
None		24
Locality	Born and raised locally	4
	Continuous local resident	1
	Relocated within last 5 years	3
	Relocated 5-10 years	10
	Relocated 10 years +	17
Employment Status	In school or student (further or higher education)	
	In full time training (other than higher education)	
	Full time employment	18
	Part time employment	10
	Not in education, employment or training	1
	Registered as disabled	1
	In receipt of incapacity benefits	
	Retired (before 65)	9
	Retired (at 65)	

EVALUATION FORM

To help us monitor and improve the events we organise we would be grateful if you could take the time to answer the questions below.

Title of course/event: Marketing Consultation Event

Location: Overall

1. Please tell us what you thought about the event:

The Event as a Whole	Excellent	18
	Very good	11
	Good	8
	Poor	
The Venue	Suitable	34
	Unsuitable	1 poor light + 2 noisy
The Resources / Equipment Provided	Suitable	35
	Unsuitable	1 need water on tables
Information Provided Before Hand	Helpful	35
	Unhelpful	1 none provided

Suggestions for future events? Finance; optimisation of web-sites marketing evaluation;

Writing and keeping business plans; up to date marketing plans

If you have any further comments, please add them in the box below:

- We should think ahead to the Ryder Cup 2010 and see if we can attract the American tourists to linger in mid-Wales
- Opportunity for regular discussion to develop ideas raised and produce more
- I found the day very helpful and stimulating
- Really helpful – I wish I could have stayed all day
- Thoroughly enjoyed the day: learnt lots. Many thanks
- I would like to be informed and even involved
- Important to do things and not just talk or write proposals: the obvious enthusiasm should be exploited quickly because it fades away
- It would have been good to have had a positive plan of action: there was a good and enthusiastic feeling of a possible group effort which wasn't "collared". It kind of disappointed – I would have liked to have seen a date for a further meeting for the next step – rather

than leaving with “well that was interesting but I’ve no idea what happens now”. Lack of positive chairing to move forward.

- This has been a most informative day: I look forward to furthering what I have gleaned.
- Well done, interesting and informative day.
- We need a retail outlet.
- Take Powys to high profile events.
- Would be interesting to hear from people what advertising they have done and how successful it was.
- I enjoyed the day and gleaned plenty of useful information. Thank you for an excellent and very useful event. Some sort of follow up/progress/ individual report of progress/help needed.
- This has a lot of potential. It needs to be on-group with a forward dynamic and more networking and collaboration.
- Really helpful yet again – many, many thanks.

To address some of the points made above, it was made clear in all the correspondence and at the beginning of the meetings that the purpose of the consultations was to ascertain whether there is support and desire for a marketing plan for Powys involving all the artists and craftspeople and how that will evolve. The future planning and access to the funding will depend on the willingness of volunteers to participate in the planning and policy making. Some people have made it clear that they are willing to assume a role, but unavailability to participate will not preclude anyone from benefiting. It will be the business of that group to set up dates and times for meetings.

The Top Five Ideas

All participants at the meetings were asked for their top 5 ideas for a marketing plan i.e. the ideas from which most benefit will be derived for their businesses and for the greatest number of participants. In processing this information, it has been necessary only to exclude ideas that would not qualify for funding because they are not eligible for funding i.e. are not innovative, or ideas that would only serve a specific group which is not the purpose of this funding at this stage. For an item to appear on the list it has one nomination: the ticks represent further support for the same idea. This list of ideas will form the basis of discussion by the steering group in drawing up a plan. This will be for guidance only and does not imply that only the top ranked ideas will be looked at. Absence of apparent support only implies that no one else thought of it!

27	"Seasonal branding" advertise venues, theatres, cinema, roads, walks
28	Quality control issue
29	Warehouse for raw materials for makers e.g. wool, willow, charcoal, flannel, timber, clay etc.
30	Emphasise the environmental benefits of what is being done - sustainability etc.
31	Promote the group outside Wales
32	Website for tourists on where to buy and where to learn
33	Leaflets of events in county
34	Joint promotional activities at major events such as Ryder Cup 2010 & Olympics 2012
35	Research trips to arts & crafts marketing centres in Europe and beyond/ bring reps in from other countries
36	Trade shows - not just arts and crafts
37	Joint marketing
38	Don't look at county boundaries - set up markets and marketing for whole of Mid Wales
39	Contact with accommodation providers
40	Boxed displays of Powys goods circulated round libraries, galleries, schools etc
41	Take a monthly stall at Covent Garden to promote arts crafts and holiday destinations. Stallholders on a two hour rota to spend time visiting galleries & exhibitions
42	Subsidise subscription to Craft & Design Magazine
43	Cross promotion between existing craft groups and shops at tourist attractions
44	Collaborative craft event - the equivalent to Glansevern Hall food fair
45	Support for smaller art groups to run local events for tourism links
46	Mid Wales Arts festival
47	Umbrella marketing (put all events into listings everywhere)
48	Support in where to go for printing
49	Market research
50	Marketing training
51	A craft centre of excellence in each of the shires
52	Support for smaller art groups to run selling exhibitions & for advertising their events
53	Events where artists and craftspeople can take along pieces of art and craft and talk about it
54	Target schools
55	More open art exhibitions sponsored by the County Council
56	Target newspapers for greater coverage of events happening
57	Quarterly newsletters
58	Cross arts promotion
59	Photography/ printing craft competition
60	Fit out a houseboat/narrow boat or a double-decker bus to tour the British isles with a published location list

Next Stage

In order to use the available budget, the project officer will need to set up a steering group to advise and contribute to the implementation of a marketing plan. It will be for the group to decide on the most convenient locations and times for meetings, but there can be flexibility about days and times. Initially I would like to hold meetings in galleries and studios so that the group can also get to know some of the retail and exhibition spaces available in Powys. If you would like to suggest a venue, please contact me.

Steering Groups: Background Information

The Local Action Group supervises Glasu's activities and is responsible for setting the regulations for steering groups to operate funded projects. The role of the LAG and the regulations for steering groups and membership are printed below. The inclusion of this is to emphasise both the powers and the responsibilities of membership of such a group.

TERMS OF REFERENCE FOR GLASU STEERING GROUPS

1. Name:

The Powys LEADER+ Project is called **Glasu**. It is managed by the Glasu Local Action Group.

The Glasu Local Action Group (LAG) is made up of 21 people who are either resident in Powys, or are representatives from organisations that are based within Powys. These organisations and people have been invited to join the LAG because of their technical expertise, local knowledge and commitment to rural development in Powys. LAG members are drawn from the public, voluntary/community and private sectors

2. Aims: The aims of the LAG are:

1. To manage a successful LEADER + Programme of innovative projects in Powys.
2. To promote a co-ordinated and integrated approach to innovative economic development in the LEADER + area, founded on practical partnership working between public, private and voluntary sector organisations.
3. To secure the maximum benefit for Powys businesses and communities from the Powys LEADER + Initiative.
4. To develop innovative projects which support and enhance the LEADER + approach in Powys.
5. To pursue such other projects as are consistent with and enhance LEADER + operation in Powys.

3. Glasu Steering Groups

Through its Terms of Reference the LAG may appoint Steering Groups to assist project officers with the implementation of specific projects. The LAG shall agree the terms of reference and composition of Steering Groups. These Steering Groups will manage different parts of the Glasu LEADER+ programme as required. All acts and proceedings of such subsidiary groups shall be fully and promptly reported back to the Glasu LAG.

Objectives: The objectives of Glasu Steering Groups are:-

1. To support the aims of the Glasu Local Action Group (see above).
2. To share information and contribute to the implementation of a Glasu project.
3. To support the project officer in making decisions relating to the management of a project, including project budget.
4. To promote the project and Glasu to the wider audience and interest groups.

Membership

Steering groups shall seek to be representative of the field they cover and draw members from:-

- Public and Statutory Sector
- Private Sector and other social partners
- Voluntary and Community Sectors

Additional members can be added by agreement of the Steering Group to support the needs and requirements of any particular sector / policy area. Steering Groups can also agree to co-opt individuals with observer status to assist it in its work. Members of the Steering Group will assist the Glasu LAG and its staff in its work.

In the event of a member resigning or otherwise leaving a member organisation, he or she shall cease to be a representative and the member organisation or sector can reappoint a member.

Each sector or individual organisation on a Steering Group may appoint:-

(i) A full member to the Steering Group

(ii) An alternate member to replace the full member if he/she is unable to attend any particular meeting of the Steering Group
Alternate members may attend meetings of the Steering Group in addition to the full member but with observer status only.

Membership of the Glasu Steering Group shall cease upon:-

- i. the dissolution or winding up of any organisation which is represented on the Steering Group ;
- ii. Written resignation from an individual member or the organisation, which the member represents.

The Glasu Local Action Group shall have power to terminate the membership of any individual or organisation for good cause provided that the individual or organisation concerned shall have the right to be heard by a full meeting of the Glasu Local Action Group before a final decision is made.

Organisations not otherwise represented on the Steering Group but with specialist knowledge or interests relevant to the Steering Group's work, should be invited to attend on an ad hoc/advisory basis.

Mode of Operation

Members of the Steering Group are required to declare any interest that they may have in a particular agenda item before discussion on it begins. A member declaring an interest may be asked to withdraw from the meeting for the duration of the discussion on that item, or otherwise requested not to participate in that item of business.

Budgets

The project officer has responsibility for the management of a project budget in conjunction with the Programme Manager and LAG. The members of the Steering Group are only in a position to provide advice and support on financial matters. The final decision on budget management is with the LAG and Programme Manager.

Summary

The top five recommendations of the group consulted are:

1	"Produced in Powys"(working title) Logo associated website & Use of brand at festivals and markets
2	Group exhibition in a major centre staffed by a person employed to set it up
3	Trails - art & craft including sculpture park
4	A group retail outlet/ a roving retail shop
5	Capacity building: presentation day on labelling, packaging, display esp. eco friendly packaging

These will form the initial discussion points, but it is possible to revisit any of the other ideas on the list.

The next stage is to set up a steering group to move us forward.



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The inaugural Steering Group Meeting will take place on:

Tuesday, July 28th
7 p.m. – 9 p.m.
At The Thomas Shop, Penybont, Llandrindod Wells

Refreshments will be provided

Agenda:

1. Welcome to the Thomas Shop with Liz Turner (10 Mins.)
2. Steering Group membership
3. Meeting arrangements
4. The Top 5 Ideas – discussion
5. Initial action plan
6. Picture It
7. Any Other Business





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Please fill in the following:

I would like to be a member of the Arts & Crafts Marketing Group:

Signed:.....

Representing: (organisation / business)

.....

I will be / will not be attending the meeting on July 28th

I would like to receive news of meetings and events planned

Please return by JULY 15th

Contact details:

Please return to –

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