

Arts and Crafts Marketing Group: Steering Group

Date: 28.07.09

Venue: The Thomas Shop, Penybont, Llandrindod Wells

Time: 7.00 p.m. – 9.00 p.m.

Present:

Mary Zammit; Julia Harris; Tanith Fox-James; Ian Nicholson; Dee Perks; Brian Popsys; Cathy Knapp; Yvonne Rea; Chrissie Menzies; Ineke Cooper; Caroley Bergman; Liz Turner; Mike Cunningham; Alex Allpress; Blue MacAskill; Nicola Luxton; Sasha Kagan; Hazel James (Glasu)

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

Notes:

1. Meeting began with welcome, refreshments and exploration of the Thomas Shop. Hazel thanked people for their attendance at the inaugural steering group meeting and their participation in the consultation events.
2. Hazel outlined the roles and responsibilities of Steering Group members and drew attention to the Terms of Reference included in the report on the Consultation Events held in May and June.
3. Hazel explained that meeting venues would be chosen to fairly distribute the burden of travelling. It would be useful to use retail venues so that the group would become more familiar and have contact with local retailers. Hazel explained that an evening meeting had been chosen to avoid taking up people's working time. It was also suggested that full steering group meetings should take place bi-monthly or quarterly depending on business, and that much of the work could be moved forward by sub committees.
4. The Top 5 Ideas were discussed. Hazel pointed out the pitfalls of trying to do too much with the small budget available at the moment. Projects started now might damage funding potential in the next Business Plan. It was suggested that we should focus on a number of small pilot projects that would benefit the group but prove a need for larger support. There was lengthy discussion of corporate identity and the need to find a name and a logo. The following issues were discussed at some length:
 - Quality – how would the group ensure that its identity was maintained by high quality products? How can we achieve a balance between being inclusive of all those people who are trying to derive their principal income from their making of art and craft and promoting the idea of Powys producing high quality goods? It was suggested that we might have a panel

- Applying to prestigious/ local/national fairs was discussed. There was a suggestion that we might look at setting up a Christmas Fair over a weekend in December; it was suggested that we might look at a stand at the Winter Fair at the Royal Welsh Showground and a volunteer promised to investigate this possibility; it was suggested that we need to go out of Powys to put Powys artists and makers on the map
 - There was a suggestion that we might start a Mid Wales (Powys?) Arts Fair along the lines of some of the Food Festivals that take place e.g. at Glansevern Hall. This would probably require a larger budget than is currently available
 - Retail opportunities were raised and it was discussed that we should look at the rental of premises such as the closed TIC in Bulth Wells.
5. Action plan: to take the ideas forward a number of groups were set up to begin work. See attached table for membership.
 6. Members were reminded of the importance of getting their details on the **Arts Engine** website (contact Lucy Bevan for further details lucy.bevan@powys.gov.uk). There was also information about the Picture It Project: an opportunity to attain professional photographs at a small cost to be used for promoting art and craft work.
 7. AOB:

Date and time of next meeting:

Sept 30th, Erwood Station Craft Centre

7.00p.m. – 9.00 p.m.

(refreshments will be provided: agenda will be circulated nearer to the date)

Group	Names	Priority
Christmas Market	Blue MacAskill; Nicola Luxton; Brian Popsys; Liz Turner	Urgent
Tradestand Group	Mike Cunningham; Dee Perks; Brian Popsys; Caroley Bergman	Urgent – bookings need to be made
Quality Group	Cathy Knapp; Ian Nicholson; Tanith Fox-James; Julia Harris	Policy group
Branding research	Ian Nicholson; Tanith Fox-James; Julia Harris; Mary Zammit	Policy Group
Leaflets, Booklets and Trails	Liz Turner; Blue MacAskill; Cathy Knapp; a.n. other	Interim arrangements followed by more detailed planning
Retailers' group	Liz Turner; Mike Cunningham; Cathy Knapp	On-going work will be needed to develop a resource for retailers.