

## Application FAQs

### What is the Silverdale & Arnside Art and Craft Trail?

The Silverdale & Arnside Art and Craft Trail is now in its fifteenth year. The Trail is a major event in the area, with thousands of happy and returning visitors from across the country, who come excited to purchase exceptional art and crafts. For many of our exhibitors it is the highlight of their year and increasingly we are being called the St Ives of the North! The Trail seeks to encourage and foster creativity within our community and for this reason we encourage artists at all stages of their careers to apply and exhibit.

### When is the Silverdale & Arnside Art and Craft Trail 2019?

The Trail always runs on the last full weekend of June, which this year happens to be 28<sup>th</sup>-30<sup>th</sup> June 2019.

Opening hours can change depending on venue restrictions, but in general exhibitors are open from 10am – 5pm Saturday and Sunday, with some opening on Friday in the afternoon or with a private view. We expect artists requesting a guest venue to be available Friday, Saturday and Sunday to meet the needs of their allocated venue.

### How are you defining the AONB area?

This is an area defined for us by the AONB but includes: Arnside, Silverdale, Warton, Yealands, Storth, Sandside, Beetham, Carr Bank and Slack Head. The AONB extends to the coast on the West, A6 in the East, Dallam Tower to the North and Warton to the South. If you would like to see map, follow this link:

<https://www.arnsidesilverdaleaonb.org.uk/discover/aonb-map/>

### What do I get for my fee?

As well as the opportunity to exhibit at one of the most popular art events in the area, which draws visitors from across the country, you get even more for your money. Here's just some of it:

- Advertising in newspapers and magazine
- National flyer distribution
- Posters and flyers
- Promotion for a year on the Art Trail website
- Social media promotional campaigns across multiple platforms
- Signage for the event
- A listing in the professionally designed catalogue, which is distributed throughout the North West and further afield.

### What costs are involved in taking part?

That depends on which category you fit into, a description of these can be seen below.

**Please note that the criteria for a Member is living or working within the AONB, an Associate is someone who wants to exhibit but does not live within the AONB. Members who apply are guaranteed a space, Associates have to go through a selection process.**

Member Fee:

£70/£95

- Someone who lives or works in the AONB

- Early bird fee of £70 is automatically applied if you submit your application before midnight February 14<sup>th</sup>. Late-comers will pay the full Member's fee of £95.

First-timers Fee: £50

- Member criteria applies
- If it's your first time exhibiting on the trail

Volunteer Fee: £50

- Member criteria applies
- This is a reduced rate for people taking on significant and specific tasks for the trail. See question **What tasks might I take on as a volunteer?** For more information.
- Must apply before 14<sup>th</sup> February for this, not available after the early bird date as some roles start before the end of February.
- Applying does not guarantee that you will receive discount as volunteer spaces are limited, and by applying you accept to pay the normal Early-bird fee if you are unsuccessful in getting a place.

Concession Rate: £30

- Member criteria applies
- For under 25s, those on benefits or receiving pension credits, charities etc... If you are unsure if you qualify for this discount please contact us.

Group Fee: £100

- Established group within the AONB but not established specifically for the Art Trail.
- Groups from outside the AONB need to apply as associates.
- Responsible for sourcing out their own venue

Associate Fee: £140  
+ £10 application fee

- An individual who does not live or work in the AONB, or a group who are based outside of the AONB but want to exhibit
- £10 non-refundable application fee to cover administration costs
- Associates who take on a role in organising the trail can retrospectively request a discount after successful selection.

Business Fee: £200

- For established businesses in the host villages, connected to art and craft.
- This fee is for a business to exhibit *as themselves*, ie: a gallery, shop or artist's studio selling work that is not exclusively by the exhibiting artist.
- This fee *does not apply* for businesses where owners are offering the business purely as a venue space. This would mean they are removing their usual stock, and only displaying products and artworks by exhibitors.
- This fee is new for 2019, if you require more details please ask.

### **What tasks might I take on as a volunteer?**

When you apply for a Volunteer fee, you can select which role/s you would be willing to take on to qualify for the discount. More details available on request.

#### Adverts for Catalogue [3/4 spaces]

- Catalogue adverts are a large part of the revenue, along with exhibitors' fees, that help pay for the running of the trail.
- Individuals are responsible for approaching businesses which may want to advertise in our catalogue. They need to gather in advert artwork and work with the team leader to make sure that payments are made on time.
- As well as our regular advertisers, exhibitors helping with this task need to approach new businesses.
- **When will I be busy?** February and Early March

#### Outdoor Art Trail [2 spaces]

- Support committee members in organising the Outdoor Art Trail
- Role may include producing copy for promoting the OAT, liaising with artists, helping with the set up.
- **When will I be busy?** May and June

#### Graphics [1 space]

- Produce a poster, flyer, catalogue cover and back for this year's print, in conversation with committee.
- **When will I be busy?** February and Early March

#### Social Media [3 spaces]

- Social media is essential promotion. To apply, exhibitors must be familiar with Instagram, twitter and Facebook.
- Will be responsible for producing and posting content for the social media advertising and producing an advertising schedule.
- **When will I be busy?** May and June

#### Catalogue Distribution [5 spaces]

- Meeting at central location with other volunteers and committee members to put inserts into catalogues and organise the catalogues ready for distribution.
- Take catalogues to the locations you're responsible for, keep them stocked up, collect money and leftover catalogues at the end of the weekend.
- **When will I be busy?** May and June

### **How do I apply?**

Applications open on the 1<sup>st</sup> January and will close on the 28 February (14<sup>th</sup> February for certain categories). To apply go to the artist area of the website and complete the online application form.

### **I'm applying as an associate and have to go through selection, what's the process?**

Artists who apply as associates pay £10 up front to cover the administration costs of processing their application. When applications close on February 28<sup>th</sup>, associate applications are passed to the selection committee. The result of selection will be communicated with applicants by mid-March at which point the remainder of the fee needs to be paid.

### **Okay, what about the criteria for associate applications?**

Our Aims and Criteria are as follows.

#### Aims:

1. To create a yearly variation of exhibitors alongside regular members in order to keep the Trail fresh, interesting and varied for visitors.
2. To bring a variety of disciplines in Art, Craft and Design to the Trail.
3. To establish a very high standard of exhibiting artists work alongside a mixed range of amateur to professional artists that live in the AONB.
4. It is preferable, but not required, that associate artists have connections with the AONB and/or relevant skills or expertise that they are willing to use to help promote the Trail.

#### Criteria:

1. A very high standard of work, determined by the following criteria:
  - a. Originality
  - b. Creativity
  - c. Excellent use of materials
  - d. Strong technical skills
  - e. Professional level of presentation
2. To add something different to the Trail. I.e: to represent a new medium, or to provide balance and variety.

In the event that we have two artists who equally meet the selection aims and criteria, the selection committee may give priority to new applicants and those who haven't exhibited with us for a number of years, over artists who have exhibited consecutively for the previous two or more years. This is to ensure that we continue to preserve opportunities and accessibility for all potential associate members.

### **Are there any extra events or activities happening this year?**

We will be hosting an Outdoor Art Trail in Ashmeadow Woods in Arnside again this year. This was a very popular feature of the Trail in 2018, with our visitors thoroughly enjoying being able to engage with art in an alternative location and we are excited to be able to offer it again.

### **Can I get some help before I apply, I have more questions?**

You can contact Jessica Elleray who manages applications at [hello@silverdalearttrail.co.uk](mailto:hello@silverdalearttrail.co.uk) or call 07419 122 484. You can also continue reading this document for the Application Guidelines which may answer the questions you have.

## **Application Guidelines**

These guidelines together with the FAQ should hopefully provide you with enough information to successfully fill in your application. When you're ready to start, go to the artist's area of the website to start filling in your application.

### **Section 1) Contact Info**

This information is purely for us to use in identifying and contacting you. We will not publish any of the personal information written in this section. If you are unsure which category to apply under, please see the answer in the FAQ above to: Which category applies to me?

### **Section 2) Your Work and Catalogue Listing Details**

Any personal or contact information listed in this section will be used to promote you in our various outlets. Please do not put any information here you do not want sharing. The long description is an opportunity for you to give us an understanding of your practice and will be used on the website, where as the catalogue description should be edited with visitors in mind.

### **Section 3) Images**

All artwork images must be from the last 3 years. We encourage our regular exhibitors to use new artwork each year. Please ensure all images are a minimum of 2000pixels on the longest edge, are saved at 300dpi and in jpg format. Please note that in the catalogue artwork images are formatted square, so please consider this when submitting your catalogue image.

### **Section 4) Venue**

Many artists open up their own studios, if this is you, please fill in the details of your venue here. When answering what facilities are available, please think very carefully about whether your venue really is friendly for Disabled access (note this must include a parking space that can be designated for disabled use). This is very important for our visitors and getting this wrong can ruin their day out. If you have any questions about this, please speak to us.

### **Section 5) Proposals and Workshop**

We are a creative community, and this space 'Proposal of Ideas' is designed to allow you the opportunity to think outside of the box. We realise that not all artists want to exhibit in a traditional way, and we want to encourage creative ideas. If you have a non-traditional practice/artwork, would like to exhibit in an alternative way, or just want to propose an idea for the event please write it here. We can't guarantee that all can be accommodated, but we will try our utmost. If you want to talk about your idea before submitting your application, please get in touch.

This section also gives you the opportunity to outline a workshop proposal for the event.

### **Section 6) Outdoor Art Trail**

The Outdoor Art Trail this year will be held once again in Ashmeadow Woods, Arnside. It was one of the most popular venues for our visitors in 2018 including sound installations, prints, sculpture, glass art and ceramics. There is no theme to the trail, we encourage you to think about the possibilities to expand and develop your practice in a new way to engage with audiences in this space. You don't yet need to know, or have made, the artwork you

want to exhibit in the Outdoor Art Trail, but please use this section to express a genuine interest in being involved. Please be aware, that all art is placed in the Outdoor Trail at the artist's risk.