



Mission statement

Art Week Exeter (AWE) is an annual city-wide event. Its aim is to encourage and frame artistic activity. In 2018, AWE will take place from 22–28 May.

AWE's mission is to widen access to and participation in the many and diverse forms of contemporary and traditional art making and exhibition in Exeter.

Aims

1. To work with a wide range of partners to create an umbrella event that increases the visibility of the visual arts in Exeter.
2. To increase participation in visual arts events in Exeter by a broader demographic of city residents and visitors.
3. To support dialogue between arts organisations and with commercial and community partners.

Objectives

1. Gather information about existing arts events and promote the idea of the AWE period as a time to schedule activities into, in the future.
2. Design and publish a programme of activity happening within the time frame in print media and online.
3. Support the visibility of the event through a targeted press, media and publicity campaign.
4. Create a mailing list/database of visual arts events visitors for future engagement.
5. Measure response to the event through visitor numbers, surveys, partner evaluation.

Strategies

Consider and promote the notion of an 'arts ecology' without preference to where an activity is within it:

- Ensure representatives are present from across the ecology, when planning and discussing.
- Work with all parties (via feedback) to find out what was most beneficial to them in previous iterations of the event.
- Push an agenda of participation across the ecology – attending events and activities outside your usual experiences and reporting back, publicly if possible.

Framing and publicising existing visual, installation and time-based arts activity.

Communicating across the sector, via established and new routes:

- Using existing networks and social media to generate interest and gather momentum. Exeter Cultural Partnership (ECP) Ning, Creative Hub newsletter, Visual Arts South West (VASW) newsletter, ALIAS, etc.
- Using face-to-face opportunities, such as Exeter Visual Arts Forum (EVAF), private views/previews and group meetings.
- Establishing specific social media channels for the event and space on ECP Ning forum for communication.

Supporting organisations and individuals with planning, timetabling and scheduling:

- Using existing channels for information sharing: ECP Ning, Facebook groups, social media channels.
- Asking individuals and organisations about planned activity. Hold meetings for strategic planning, request attendees share programme info.
- Communicating early, so that people can plan.
- Making introductions between venues, artists and exhibitors. Establish processes for artists to request space/finance/support; venues to advertise availability/resources; organisations to request/offer support/partnership. Promote thinking about non-art spaces, look to include commercial and hospitality sector as venues and partners.
- Having a shared virtual calendar (and publicising the timetable as it becomes established).
- Pre-empting clashes where possible to promote large audience participation. Timing events to run-on, sharing audiences, building momentum.

Using existing and new routes and methods for publicity

- Creating a new online, searchable directory that complements the printed brochure.
- Building upon relationships with regional print media – newspapers, magazines.

- Approach transport-specific publications.
- Looking to street-level advertising strategies. Bus stops (Clear Channel), busses (Stagecoach), reverse graffiti, banners, existing tech (ECC Rugby digital communication stations), community notice boards, poster sites.
- Fostering a radio programming schedule for the event with Phonic FM.
- Utilising venues' and organisations' existing strategies, opportunities and publicity machine. Posters in venues, call-outs in brochures.
- Publishing a brochure of activities and exhibitions for the event at least two months in advance.
- Using social media as a channel for boosting all participants' communication.
- Online listings: culturecalling.com; Visit Exeter; Cultural Diary; VASW; a-n.

Inclusion

- Placing arts material in community spaces. Invite community spaces to be venues or host activities. Find out what their regular communities would appreciate or if they can generate interest and participation from them.
- Involving communities and other sectors to promote inclusion, ownership and ambassadorship. Develop Cultural Volunteer initiative to recruit from other communities and sectors within culture.
- Connect with existing community and event-specific social media accounts. Visit Exeter; Animated Exeter; Ignite; Lost Weekend; Food & Drink festival; Heart of Devon; etc.

Sector intelligence sharing

- Gathering information about existing audience demographics in the city.
- Review agendas of similar initiatives – ie, Visit Exeter would like to see an increase of 20% in visitors to the city.
- Using data from Exeter City Council and individual organisations, via feedback, about attendance figures.
- Review crossover of audiences from anecdotal evidence from previous years.
- Promoting cross-pollination of existing audience bases by using existing outlets for information. Have material available at every outlet, engagement point, and venue. Have a 'key' event/location that reaches out to the widest audience (like the Aftermath Dislocation Principle installation in 2016).

- Sharing branding on material – logos and adverts in organisations' brochures in exchange for similar in AWE material.