



January - March 2009

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## A Message from the Chairman

Welcome to the first 2009 edition of the Newsletter for Art on the Map.

The Steering Group has agreed that this coming year should be used to consolidate what we have achieved in the last ten months and avoid any further drastic changes. The Steering Group feels that the existing structure and planned activities are sufficient for the immediate future.

Therefore we have decided to postpone our Activity in Art weekend until 2009/10 as part of the celebration of the first Decade of the Millennium. This will give us time to organise a superb event with all necessary publicity and promotion.

However, we have decided to organise Cluster Group Open Studio for two weekends in the summer months of July, August and September, for one weekend in November or December (pre-Christmas) and again for two weekends in the spring months of April and May of 2010, where possible. Full details will appear on the new website and in our future Newsletters.

It had been intended to organise a one day seminar to help members market their Open Studio events. However, in view of the forthcoming seminars for creative people being held by Innovation Lincolnshire, and the 'Thrive Workshops', (see details below) it has been decided to postpone our seminar to a later date.

We are now taking applications from new members for our next Art on the Map year and the membership fee will remain at £65.00. We have dispensed with associate membership status. All existing members will be able to renew their membership on line. We hope to have the new web site up and running by April.

## Steering Group Members –

Chairman:	Bob Oakes	<a href="mailto:boboakes@teachblacksmithing.com">boboakes@teachblacksmithing.com</a>
Secretary:	John Lincoln	<a href="mailto:john.lincoln@art-insight.co.uk">john.lincoln@art-insight.co.uk</a>
Treasurer	Michael Cowie	<a href="mailto:michaelcowie@yahoo.co.uk">michaelcowie@yahoo.co.uk</a>
Membership Secretary:	Peter Montgomery	<a href="mailto:peter.montgomery@tesco.net">peter.montgomery@tesco.net</a>

Norman Rossiter  
James Sutton  
Lind Anso  
Jill Tattersall

[norman@normanrossiter.com](mailto:norman@normanrossiter.com)  
[suttonstone@hotmail.com](mailto:suttonstone@hotmail.com)  
[ansoart@btinternet.com](mailto:ansoart@btinternet.com)  
[jill.tattersall@ntlworld.com](mailto:jill.tattersall@ntlworld.com)

## Cluster Group Co-ordinators –

### Lincoln Cluster co-ordinators:

Kevin Wallhead	<a href="mailto:kevin.wallhead@ntlworld.com">kevin.wallhead@ntlworld.com</a>	01522 821567
Norah Ranshaw	<a href="mailto:norah_ranshaw@hotmail.com">norah_ranshaw@hotmail.com</a>	01522 793097

### West Lindsey Cluster co-ordinators:

Peter Montgomery	<a href="mailto:petermontgomery@tesco.net">petermontgomery@tesco.net</a>	01673 861556
Bob Oakes	<a href="mailto:boboakes@teachblacksmithing.com">boboakes@teachblacksmithing.com</a>	01673 866700

### The Vales Cluster co-ordinators:

Haidee- Jo Summers	<a href="mailto:thedrawingroomgallery@gmail.com">thedrawingroomgallery@gmail.com</a>	01400 231405
Lyn Lovitt & Jana Siebers	<a href="mailto:lynnlovitt@hotmail.com">lynnlovitt@hotmail.com</a>	01526 830125

### The Fens Cluster co-ordinators:

John Gray & Helen Webber	<a href="mailto:jjohnhelen@ic24.net">jjohnhelen@ic24.net</a>	01775 680683
Lind Anso	<a href="mailto:ansoart@btinternet.com">ansoart@btinternet.com</a>	01205 355958

### The Wolds Cluster co-ordinators:

Elaine O'Donnell / Mike Kentfield	<a href="mailto:michael.j.kentfield@ntlworld.com">michael.j.kentfield@ntlworld.com</a>	07871 160414
Bob Armstrong	<a href="mailto:annbobarmstrong@uwclub.net">annbobarmstrong@uwclub.net</a>	01507 603586

The responsibilities of the Cluster Co-ordinators are to –

- Determine, in agreement with the Steering Group, dates of open studios for each Cluster, where possible trying to make sure that these dates do not clash with those of other Clusters. This may be achieved by email and phone.
- Report these dates to the Membership Secretary.
- Co-ordinate the smooth running and operation of each Cluster, by communicating with its members.
- Publicise their Cluster's open studios to local radio and other media.
- Provide a distribution point from which their Cluster participants can collect leaflets for the event.
- Collect feedback from members of their particular Cluster after the event in order to report to the Steering Group.

## AOTM Open Studio dates for Spring 2009 are:

The Fens	March 28 and 29 April 04 and 05
The Vales	April 18 and 19 April 25 and 26
Lincoln	April 25 and 26 May 02 and 03

Wolds and Coast      May 02 and 03  
                                 May 09 and 10

West Lindsey         May 09 and 10  
                                 May 16 and 17

## **The AOTM year: 2009/2010**

Our next operating year will start on 1<sup>st</sup> June 2009 and continue until 31<sup>st</sup> May 2010 when the Steering Group intends to provide our membership with -

- Five open studio weekends based upon five designated Cluster Art Trails
- Printed information brochures containing details of Cluster participants, photographs of individual work and location map of studios.
- Publicity posters related to Cluster events.
- Press and other media advertising.
- The opportunity to participate and exhibit in a number of other Art in Location events available exclusively to members of Art on the Map.
- Receipt of this regular *Newsletter*, keeping you informed of arts events and other items of interest.
- Access to the exclusive members' section of the web site, in order to participate in the forum and receive postings of news, events, etc.
- Free public liability Insurance for 2D artists only, when taking part in AOTM Open Studios.
- The opportunity to participate in an Activity in Art weekend and to run courses/workshops for public participation.

## **AOTM at the Spalding Flower Festival** 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> may 2009 (Bank Holiday weekend)

During the Spalding Flower Parade weekend the Spalding Flower Parade and Carnival Trust are running a special new event at Springfield's Exhibition Centre arena and gardens. There will be an art marquee, which will be shared by several groups and will offer a great opportunity to promote AOTM and its members.

The event is expected to attract many thousands of visitors and will feature gold medal winning horticultural exhibitors (as in Chelsea/Hampton Court) in the exhibition centre, a churches marquee with flower displays from the local church flower festivals, a schools marquee (fairy gardens and scare crow competitions) an art marquee, trade stands, a circus, lots of entertainment including marching bands and the element for which Spalding has become so well known - flower sculptures which will be sited throughout the gardens.

The Exhibition is open to all members of AOTM for both 2D and 3D work. A limited number of stands will be available. The organisers ask that the subjects should be related to flowers or Lincolnshire landscape, to be in keeping with the spirit of the flower festival, but these could be abstractions, derivations or improvisations. The marquee will be free to us (we will need to provide display boards and plinths). We will only be charged 10% commission on sales but in return we will have to organise a rota to man the exhibition over the three days with artists ideally working and talking to the visitors. We realise that some of the artists will be preoccupied with open studios that weekend and would be unable to offer services to help, please don't let that stop you submitting work for the exhibition, and perhaps you could put some time in on the Monday?

## Deadline

If you are interested in taking part in this AOTM Exhibition please let me know as soon as possible, and not later than 14th March, so we can get an idea of how many artists will be participating. Once we have a confirmed list of who the exhibitors are we will send out full details.

**John Gray - Helen Webber:** Email [johnhelen@ic24.net](mailto:johnhelen@ic24.net)

Riverbank Studios, 57a Double Street, Spalding, Lincolnshire, PE11 2AB,  
Tel: 01775 680683 Mob. 07914 725423

## Lincolnshire has a new Arts Development Officer

Chris Heighton has been appointed as the new County Arts Development Officer. Chris joined the County Council's Culture and Education team on 5th January having previously worked in the community and voluntary sector in Derbyshire. Prior to working in Derbyshire, Chris designed and managed a range of arts programmes for the Nottinghamshire Healthcare NHS Trust. Prior to moving to Lincolnshire in 2006, Chris worked for a wide variety of arts organisations including Symphony Hall, Birmingham, whilst also co-founding Musicate Ltd, a community music organisation in the West Midlands.

Chris said - "I am delighted to be working as Arts Development Officer for the county at such a key point in the development of the arts in Lincolnshire. I'm really looking forward to the challenges ahead with the development of *Lincolnshire One – Thrive* developing effective working partnerships with county statutory, community and voluntary arts partners to fully develop the exciting potential within Lincolnshire. I look forward to getting in touch and meeting you all soon".

Chris's first task will be to manage the *Lincolnshire One* Project on behalf of its Steering Group. *Lincolnshire One* is LCC's response to the Arts Council initiative – *Thrive* which is aimed at encouraging the arts in Lincolnshire to thrive not just survive.

Chris says – "Every arts organisation has an important role to play in the development of Thrive in Lincolnshire, whether you are a creative practitioner or single artist, or a large venue or statutory organisation. In addition, we want to explore how Thrive links together with the Sustainable Communities Strategy for Lincolnshire and Local Area Agreements."

*Lincolnshire One* intends to -

- Develop a common arts strategy for the arts in Lincolnshire that is a real working document that is owned by all of us and really drives forward the arts in the county - not just a document.
- Improve arts development services and ask how we can make our arts services fit for the 21st century? Also, what do we need to do to realise the huge potential that Lincolnshire has for the arts?
- Develop a new independent organisation to manage arts venues developing a culture where we can effectively work in partnerships as a county to increase our audiences and adopt greater shared marketing, communication and programming services.

If you want to become involved in the consultation process contact Chris Heighton –

**Chris Heighton, Arts Development Officer  
Culture and Education**

Lincolnshire County Council, County Offices, Newland, Lincoln, LN1 1YQ

Telephone Number Office: 01522 552835

E-mail: [chris.heighton@lincolnshire.gov.uk](mailto:chris.heighton@lincolnshire.gov.uk)

## **Sculpture in the Park**

This event, to be held from Friday August 7th to Bank Holiday Monday August 31<sup>st</sup>, is planned to be the first of what is hoped will be an annual open exhibition of quality sculpture in Nottinghamshire.

The venue is The Swan Sanctuary at Hill Farm Nurseries, Normanton near Southwell. Sponsorship and grant monies will be secured to enable sculptors to exhibit free of charge, and have their details published in a special brochure free to visitors to the site. There will be extensive publicity for the event in local newspapers, radio, and possibly TV.

The site is a 13 acre landscaped undulating site encompassing 5 beautiful lakes and with established pathways.

The organisers aim to attract a minimum of 15000 visitors over the 3 week period and the site can accommodate up to 100 pieces of all sizes. The event has full backing of the County Council and full signage and support from tourist offices will be secured.

The owners of the site have already invested in the infrastructure and promotion of the event and providing they can gain a favourable response from contributors, will give the final go ahead with additional monies on 16th April.

It is envisaged that sponsorship and help will be provided for the safe transport and fixing of major pieces. The site will be "built and formed" in late July but secure storage facilities of items arriving earlier can be made available. There will be full security on site which also has its own electrified fence (although not obviously so!) There will be an opening preview event on the early evening of the 7th August involving sculptors and VIP's as well as press.

There will be a web site to cover the event and feature artists and their work. There is scope for live demonstrations if requested.

Anything sold as a result of the event will not be subject to commission; revenues will be wholly given to exhibitors. If you are interested in contributing to this exhibition opportunity please email, as soon as possible, [boboakes@teachblacksmithing.com](mailto:boboakes@teachblacksmithing.com)

## **Message from Joan and Sean Hunter**

Hi everyone, from Joan & Sean Hunter down here in Medieval Crowland. We are working toward (against the trend of course) opening a tiny Gallery / gift Shop / haberdashery (wife being the town Dressmaker!). R We Nuts?

I demonstrated / displayed in the past as a Lamp worker from here a couple of times with Art on the Map gathering in reasonable interest so locals and others know / don't know what to expect? Okay - we do own the tiny grade 2 shop – 100 yards twixt Crowland Abbey and the amazing ancient Triple - Arch Foot Bridge (very long time high and dry) but being unable to sell and move on we have applied for 'shop use planning consent'. We do need to have a couple (2-3?) pictures of the Abbey / Tri Bridge as Stock - in - Trade (limited edition prints) to keep the wolves at bay. Unfortunately we only have a few hundred pounds available (plus materials) to this effect but we can also offer some feature space - Anyone interested ?

Two other projects / interests / dreams: I want to sail my little dinghy into Lincoln (from Crowland? joking) and set up a (lamp work) stall at the waterside on the odd occasion.

Also I would like to further develop this interest in the Rural 'Outside Loo Door'.

I love interesting (old) Doors and have compiled a photo collection which I will put to use i.e. Prints / post cards/calendars?/!. I have also managed to save a handful of these lovely O/L/D's - no British standards here - they are all different and I love 'em - but they are under threat of extinction and at the very least, should be sought out and photographed / painted! postcards? calendars? Is there one near you?

If you have any thoughts on small galleries / dinghies or loo doors please drop me an email.

[abbey.view@btinternet.com](mailto:abbey.view@btinternet.com)

We also have a little 4 person / 2 bedroom Chalet (small peaceful 15 Chalet site few minutes from beach) in Mundesley, North Norfolk to rent out through the year March - October, Its brick/timber built - refurbished with shower / fully fitted kitchen , detached with parking to rear and babbling brook alongside. [abbey.view@btinternet.com](mailto:abbey.view@btinternet.com) for further details if interested.

Apologise for grammar! Joan & Sean Hunter.

## Art-on-the-Map Membership Analysis: 2000 to 2008

(From Membership Secretary: Peter Montgomery, dated 01 January 2009)

Art-on-the-Map is now entering its 10<sup>th</sup> anniversary, during 2009. As the Membership Secretary, I thought that it would be helpful to analyse the AOTM membership during the last nine years to see if we could learn anything from it. Naturally, most of the initial detail is statistical information, but we can make some useful deductions and predictions from the results.

In the first nine years there were 271 individual AOTM members. Although the aim of AOTM members is to open their studios to the public, every year there have been a minority of members who, for a variety of reasons, could not do so. These are summarised as follows:

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	Totals	Average
No. of Open Studios	61	77	74	94	107	116	84	92	85	790	88
No. not Opening Studios	12	18	3	8	14	21	7	9	9	101	11

**Over the first nine years, on average, there have been 88 AOTM Open Studios each year.**

(However, on average, an additional 11 AOTM members did not open their studios each year.)

There is probably very little that we can now do to encourage the members who left AOTM many years ago to rejoin. However, if we concentrate on the recent members, who took part in AOTM, in the last three years, we still get a very similar picture to that for the nine year survey:

Year	2006	2007	2008	Total	Average
No. of AOTM Open Studios	84	92	85	261	87
No. not Opening AOTM Studios	7	9	9	25	8

Looking in more detail, over the first nine years, we find that length of individual AOTM membership varies dramatically, for a variety of reasons, as can be seen from the following:

## Number of Members Remaining with AOTM, over the 9 Years from 2000 to 2008

No. of Years with AOTM	1	2	3	4	5	6	7	8	9	Total
No. of AOTM Members	93	72	27	17	21	10	08	13	10	271
% of Members	34%	26%	10%	6%	8%	4%	3%	5%	4%	100%

30% of all members belonged to AOTM for more than four years.

On the face of it this could look depressing, particularly when we see the number of members that only stayed for one or two years. However, on the positive side, there are many strong core members who have consistently supported AOTM over a considerable number of years. More importantly, it is clear that the most of those core members are professional / successful artists and craft-makers, who can clearly see the advantages of continuing to be AOTM members.

When we analyse how many years members have been with AOTM during the last three years (from 2006 to 2008) we get a more positive picture than that for the nine year period.

## Number of Members, from 2006 to 2008, Remaining with AOTM during the 9 Years

No. of Years with AOTM	1	2	3	4	5	6	7	8	9	Total
No. of AOTM Members	32	29	13	10	15	10	7	14	10	140
% of Members	23%	21%	9%	7%	11%	7%	5%	10%	7%	100%

47% of recent members (2006 – 2008) belonged to AOTM for more than four years.

In summary, we should be encouraged by the current trend in AOTM membership numbers. I believe that AOTM should now concentrate on retaining existing members, winning back members who left AOTM recently and encouraging new members to join. An increase in membership will allow us to produce a larger AOTM brochure and also to increase our publicity.

## Geographical Distribution of AOTM Members, across Lincolnshire: 2000-2009.

In 2008 the AOTM Steering Group decided to maintain overall control of the organisation, but to divide the county into five distinct AOTM Cluster Group areas, for the following reasons:

- To ease the workload on the AOTM Steering Group, as AOTM no longer had paid staff.
- To encourage AOTM Members to co-operate locally, to promote their Open Studios.
- To hold Open Studios on different dates for the five Cluster Group areas.
- To encourage joint AOTM local events, within the five Cluster Group areas.

Those changes have already been seen to benefit not only AOTM members but, more importantly, visitors to the AOTM Open Studios. The public have stated that it is now much easier to plan visits, because the dates are now spread over a much longer period. It also gives AOTM members the chance to visit artists in other Cluster Group areas, if they so wish.

All AOTM members were given the choice of which Cluster Group area they wished to be placed in, and that was particularly important for members living close to the Cluster Group borders. (For example, in the villages close to Lincoln some members chose to be in the West Lindsey area, some in the Vales area and others opted to be included in the Lincoln area.) The five Cluster Group areas, and the associated Post Code groups for those areas, are:

- West Lindsey (North of Lincoln): LN2 2\*\* / LN2 3\*\* and DN21.
- Lincoln City (and the Lincoln area): LN1; LN2 (some); LN4 (some) and LN6.
- The Vales (South of Lincoln): LN3; LN4 (some); LN5; NG23; NG31; NG32; NG33; NG34; PE9; and PE10
- The Fens (South-east Lincolnshire): PE11; PE12; PE13; PE20; PE21; and PE22.

e. The Wolds & The Coast (East of Lincoln): LN6;LN7; LN8; LN9; LN10; LN11; LN12;PE6; PE23 & 24.

If we look back at the geographical spread of AOTM members over the first nine years (2000 – 2008), the largest number of members was from the Vales, followed by the Wolds & Coast, Lincoln, the Fens and then West Lindsey, as can be seen in the following table:

Cluster Group	Vales	Wolds & Coast	Lincoln	Fens	West Lindsey	Totals
No. Members in 9 Years	76	60	56	42	37	271
% of Members in 9 Years	28%	22%	21%	16%	13%	100%

However, when we look at the similar membership distribution for the 2008 membership, that picture has changed, as can be seen in the following table:

Cluster Group	West Lindsey	Lincoln	Vales	Fens	Wolds & Coast	Totals
No. of Members in 2008	21	19	17	17	11	84
% of Members in 2008	24%	23%	20%	20%	13%	100%

There is no obvious reason to indicate why the AOTM membership distribution has changed, as similar fluctuations were taking part between those areas from year to year over the nine year span. However, the encouraging thing is that it can be seen that good quality artists and crafts-makers are spread right across Lincolnshire, with no one area having a significantly higher or lower number of potential AOTM members than any other.

In the predicted economic climate for 2009 and beyond, we can all expect to tighten our belts. However, for **the modest outlay of £65, for one year's AOTM membership, I believe that it is very good value for money**, particularly when we consider the following benefits:

- a. The **new AOTM web site**, coming on-line in the Spring of 2009;
- b. A **new AOTM Brochure for 2009 – 2010** (from June 2009 to May 2010);
- c. Higher **publicity for the five AOTM Open Studio weekends, in each Cluster Group area**.
- d. Additional **joint AOTM exhibitions**, within Cluster Group areas;
- e. Planned **art & craft-classes, by AOTM members** - throughout Lincolnshire.

## LATEST!!

The new AOTM web site is having final acceptance trials and is looking very good. It should be complete and be ready to go online by early April.