



SOUTH EAST OPEN STUDIOS

ANNUAL REPORT

2022

PREPARED BY
THE SEOS COMMITTEE



ANNUAL REPORT 2022

Thank you to all our Artists and Makers for taking part in SEOS 2022



WELCOME

At the end of the South East Open Studios year – our twenty-fifth anniversary year – we take the opportunity to review the event and SEOS membership in 2022, with a special focus on looking forward to 2023 and the future.

This Annual Report allows us to present our operations, and at this year's after party we will be actively asking to receive input from the members so we can move the organisation forward. We implore all our 2022 members to attend and support the committee at 6:30 p.m. at Reuthe's, Sevenoaks Road, Seal Chart, Sevenoaks, TN15 OHB on Thursday 21st July.

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1 - 2022 MEMBER TESTIMONIALS

"It's a pleasure to welcome new and returning visitors into my studio each year. It enables me to make meaningful contact with neighbours and the local community, sharing the ideas and processes that go into the making of pictures"

"The guide was of a high standard and the fee for taking part in SEOS very reasonable. Through SEOS I was invited to take part in a yearlong research project ... I'm hoping it will allow me to reflect on my practice."

"A fabulous way to revel in creativity through conversations, demonstrations and teaching!"

"Taking part in SEOS makes you think about how to 'exhibit' yourself. It forces you to talk about your work in a coherent and engaging way - finding areas of interest in different visitors and connecting over different pieces of work."

"The application fee is still a bit of a 'gulp' but it is good advertising and helps reach a wider audience even if in lots (of good) company. The signage I thought excellent and it has weathered well for next time. Support was good and the brochures were really well received, everyone remarked on how attractive they were!"

"Many visitors were unaware of the event, nor were friends in the area. I wonder if a wider advertisement, maybe at train stations or in shopping areas would help improve the visibility of the event."

"I was super impressed with the marketing this year and I really think it paid off. Thank you for all your hard work!"

"I feel very strongly that in these times when petrol is expensive, cost of living going up that SEOS should encourage larger venues, especially if these venues are not trying to earn money by being there. My vision is to help my fellow artists by lessening their costs and providing a space to show their work. If SEOS charged a large venue rate which could then be divided between the participants making the event affordable for them all."

"I'm wondering if SEOS needs to go back to basics and re-examine the 'open studios' part of it's ethos and really focus on featuring artists who can genuinely open their studios, as well as promote artists who can share with other artists who have more space, or who can adapt their space for the event (i.e. in their house)."

"I'm in the Sevenoaks area, which competes with the Art in June event. I have never taken part in AIJ and never will. All I hope is that one day we will be one group of artists again, stronger together, instead of being divisive, as well as confusing for the public."

"Overall, you have done a great job and I think, value for money."



2 - CHAIR'S REPORT

This year was a landmark year for South East Open Studios in that it celebrated twenty-five years of our commitment to arts and crafts in the South East. I'd like to thank everyone for getting involved, and for the messages of support throughout the event and afterwards – it is wonderful to hear the positive experiences artists and visitors had during those seventeen days in June.

Although safety was less needful this year, I also want to thank the members for being mindful of artist and visitor safety. The way we continued to be vigilant was wonderful to see.

Artist experience was variable, and the world situation meant that footfall was not as high as anticipated. Visitor numbers were about 50% of previous years, and the feedback shows that this was reflected in some members' sales. This was disappointing, but in addition to the usual competition we face for the public's attention in June, fuel prices and world events played their part. However, even with reduced visitor numbers, artists reported wonderful contact with like-minded individuals, good sales and great pleasure in renewing their relationship with the public, and some reported that SEOS 2022 was their best-ever year.

This year the committee committed itself to rebranding and repositioning South East Open Studios, defining a set of inclusive values represented by a fresh new logo. We invested in the production of new banners, posters and signs, which could be seen right across the South East this summer. We are excited to be embarking on what feels like a bright, new future. In addition, media coverage was extremely strong this year (see images below). We placed a number of in-depth editorials and eye-catching advertisements across twelve key publications, with a combined circulation of over 200,000.

Finally, I hope you'll forgive me for revisiting my Letter to members a few weeks ago...

SEOS 2022 was my last year of being the Chair of SEOS, and I am both proud and honoured to have been the SEOS Chair for the last five years. SEOS is a not-for-profit organisation, so it is a venture that is put on by the members for the members. The reward is both being part of what is now a historic fixture in the South East and a grass roots creative endeavour aimed at showcasing the immense wealth of art being created in the studios we represent.

As we move into 2023, we need to draw new blood to the SEOS Committee to help build on the successes of the last twenty-five years. A number of key committee roles are becoming vacant this year as long-serving members / ACOs are retiring from their roles, and this new blood is vital if we are to continue as a thriving organisation.

I feel strongly that if the membership wants SEOS to continue, they need to get involved. An event of this size does not happen by itself; it requires a full and dedicated committee to organise and run, and although I cannot deny that it involves an investment of your time, I can personally vouch for the truth that the rewards are many. There is something quite special – in this corporate, air-brushed world – in being a part of creating an event that meets the needs of local artists and makers and enables us to speak directly to our public.

SEOS is your organisation, and it needs you.



The Minds, Aquatint - Jamie Walsh

I'd like to thank all the members for being with us throughout the year, and to those of you – artists/makers and visitors – who have taken the time to communicate your goodwill and support for the committee. As ever, I'd like to thank the committee itself, whose work ensures the event is such an important part of the artistic landscape in the South East.

Thank you—

I'm pleased to announce that this year's winner of the draw for participant survey feedback is Katie Whitbread who wins a half price entry to SEOS 2023.

A handwritten signature in black ink, consisting of the letters "JW" in a stylized, cursive font.

Jamie Walsh (Chair 2017 – 2022)



3. TREASURER'S REPORT

Financial Statement for the year ended 30 June 2022

South East Open Studios

Chairman	Jamie Walsh
Treasurer	Charlotte Landman
Web Editor	Mark Welland
Guide Editor	Terry Ayling
Guide Distribution Officer	Charlotte Landman
Social Media Officers	Polly Hosp Jess de Mattos
Minute Secretary	-
Newsletter Editor	-
Marketing Officer	-
ACO Officer	Polly Hosp
Guide Advertising	Terry Ayling

Report to the Members

In accordance with the engagement letter dated 30 March 2013, we have prepared, without audit, the attached financial statement for the year ended 30 June 2022 as set out on pages 2 to 4 from the books and vouchers of your organisation and from information supplied and certify them to be in

12 Wheatsheaf Close
Maidstone
Kent
ME15 9QA

Dated

B J Rice & Associates LLP
Tax Consultant & Accountants



Income and Expenditure Account for the ended 30 June 2022.

			<u>2020</u>	<u>2019</u>
	<u>Notes</u>	<u>£.</u>	<u>£.</u>	
<u>Income</u>				
Members' entry fees & Entry Amendments		38,282	24,178	24,955
Grants		500	-	-
Entries refunded or held for 2021		-	-	- 11,286
Amendements to entries		90	50	-
Advertising space in guide		3,510	1,950	-
Bank interest received		1	-	8
Sundry Income		-	-	250
		<u>£ 42,383</u>	<u>£ 26,178</u>	<u>£ 13,927</u>
<u>Expenses</u>				
Guide printing and signage	6	30,236	8,596	358
Guide production		3,500	3,000	3,000
Guide Distribution		800	-	-
Committee honorarium	2	9	9	9
Committee fees including mileage		10,825	6,071	6,396
Advertising		3,509	260	657
Printing, photocopying & Postage		308	642	166
Website costs	7	1,884	1,517	737
Image preparation		696	471	463
Insurance		250	202	-
Accountancy		600	600	600
Other cost	5	35	35	55
ACO promotion all costs		787	505	126
ACO mileage		-	193	32
		<u>£ 53,439</u>	<u>£ 22,101</u>	<u>£ 12,599</u>
Surplus (Deficit) for the year		<u>£ (11,056)</u>	<u>£ 4,077</u>	<u>£ 1,328</u>



Balance Sheet

30 June 2022

	<u>Notes</u>	<u>£.</u>	<u>2021</u> <u>£.</u>
<u>Current Assets</u>			
Cash in Bank (Savings)		4,510	4,508
Cash in Bank		<u>1,771</u>	<u>16,191</u>
		6,281	20,699
<u>Current Liabilities</u>			
Debtors	3	-	-
Sundry creditors	4	-	600
Grant Monies for Area J & M	4&6	<u>-</u>	<u>2,762</u>
		-	<u>3,362</u>
<u>Net Assets</u>		<u>6,281</u>	<u>17,337</u>
<u>Represented by</u>			
Brought forward balance		17,337	13,260
Surplus (Deficit) for the Year		<u>(11,056)</u>	<u>4,077</u>
		<u>6,281</u>	<u>17,337</u>

The Financial Statement was offered for approval by the committee

Jamie Walsh - Chairman

Dated

Notes to the Accounts

30 June 2022

1 Accounting convention

The financial statements are prepared under the historic cost convention

2 Committee members

Each committee member receives an honorarium of £1 and in addition they invoice for the services rendered to SEOS. The expenses included mileage allowance at approved rates.

3	<u>Debtors</u>	<u>2022</u>	<u>2021</u>
4	<u>Creditors</u>		
	Accountancy	-	600
	Grant Monies	-	2,762
		<u>£ -</u>	<u>£ 3,362</u>
5	<u>Sundry</u>		
	Card Fee	35	35
6	<u>Guide Printing and Signage</u>	<u>2022</u>	
	Guide Printing and Delivery	23,145	
	Bunting	1,997	
	Cable ties	96	
	Dump Bins	329	
	Banners (Reusable)	2,318	
	Signage (Reusable)	3,225	
	Arrows (Reusable)	1,733	
	Poster (Not reusable)	108	
	Dump Bin Signage (Reusable)	48	
		<u>£ 32,999</u>	

This is the true printing cost in the accounts the total is less a grant from 2020-21, use towards the 2022 rebranding

7 Website

2022

Artist Achieve	936
Dropbox & Hosting	499
Flipbook	110
Font	167
Jotform	172
	<u>£ 1,884</u>

Note regarding the future of SEOS

The organisation cannot embark on an event in 2023 unless the income is substantially increased or the expenditure is substantially reduced, or both. Otherwise the committee could find themselves personally liable to pay any shortfall.

This is my tenth and final treasurer report, as I have stepped down from the role to have more time with my children.

These are the accounts for South East Open Studios 2021-22, as you can see, we have a substantial loss for the year of just over £11,000. This is made up of the large number of guides printed and the considerable increase in the cost of printing this year. We also made a significant investment in printed promotional material that should last for several years, as well as paying for publicity in other publications and increased committee costs.



This graph shows the money in the bank at the year end for the last 9 years show and emphasising this year's loss.

I have included the list of the honoraria paid for this year and as you can see, we have taken an increased this year. The increase was calculated on the rate of inflation over the period 2014 to 2021 for all post excluding social media as they had an increase in 2020 the figure was calculated from then.

	Name	2021 / 2022	2020 / 2021	2016 to 2020	2014 - 2016
Chair	Jamie Walsh	£920.00	£800.00	£800.00	£800.00
Guide Editor	Terry Ayling	£575.00	£500.00	£500.00	£500.00
Website Editor	Mark Welland	£920.00	£800.00	£800.00	£1,500.00
Marketing Officer	-	£800.00	£500.00	£500.00	£700.00
ACO Officer	Polly Hosp	£805.00	£700.00	£700.00	£700.00
Treasurer	Charlotte Landman	£805.00	£700.00	£700.00	£700.00
Minutes Secretary	-	Role Discontinued	£40/minutes	£240.00	£228.00
Guide Distribution	Charlotte Landman	£575.00	£500.00	£500.00	£500.00
Guide Advertising	Terry Ayling	£230 + 5%*	200 + 5%*	£200 + 5%*	£350.00
Social Media Officer	Polly Hosp	£820.00	£800.00	£400.00	-
Social Media Officer	Jess de Mattos	£820.00	£800.00	£400.00	£300.00
Data Management	Jess de Mattos	£600.00	-	-	-
Newsletter Editor	-	Role Discontinued	£35 / Newsletter	£35 / Newsletter	-
Total Committee Fee		£8,320.00	£6,780.00		

* 5% of total advertising revenue raised

Finally to end my report I want to really draw your attention to the note from the accountant regarding the future of SEOS

“The organisation cannot embark on an event in 2023 unless the income is substantially increased or the expenditure is substantially reduced, or both. Otherwise, the committee could find themselves personally liable to pay any shortfall.”

Charlotte Landman - Treasurer

4. AREA COORDINATOR OFFICER'S REPORT

This year we were supported by 10 Area Co Ordinators (ACOs) working across 14 areas - 5 who have been with us many years plus 5 brand new ones who stepped into the role. Our thanks go out to ALL of them for the sterling work they have done within their local artist and maker communities - we literally couldn't run this event without them.

Recruitment is challenging for everyone, it relies heavily on the ACOs having good contacts and a strong creative community to be effective - it is very hard to find artists when you don't know who they are! This year ACOs were supported with a recruitment flier, and significantly aided by the wonderful social media campaign that targeted different areas. Through collective effort we were delighted to gain 100 'new' artists and makers!

Breakdown of members per area:

Area B (Bromley Croydon Orpington):	04
Area C (Sevenoaks Westerham Edenbridge):	29
Area D (West Malling Borough Green Gravesend):	15
Area E (Tonbridge Paddock Wood Hadlow):	26
Area F (Maidstone Yalding Staplehurst):	11
Area G (Rochester Sittingbourne):	11
Area H (Canterbury Whitstable Herne Bay):	05
Area I (Dover Ramsgate Margate):	04
Area J (Hythe Folkestone Rye):	15
Area K (Ashford Wye Hamstreet):	14
Area L (Tenterden Headcorn):	15
Area M (Hastings Battle Heathfield):	31
Area N (Cranbrook Hawkhurst Wadhurst):	21
Area O (Tunbridge Wells Crowborough Forest Row):	92



The number of Tunbridge Wells members almost doubled from 2021 - a wonderful addition even if it did prove to be challenging logistically. We are still, however, struggling to recruit at our extremities - East Kent and West Kent (specifically the Bromley area) while having a few lovely new members this year, are still very thin on the ground compared to other areas. We are also still missing around 40 artists and makers in The Eden Valley and Sevenoaks who choose to take part in Art in June - a competitive event that continues to cause so much confusion amongst visitors and puts added pressure on artists and makers.



When we only have a few artists and makers in areas it makes it much harder for them to generate a 'buzz' and bring in visitors - unless they are extremely proactive about marketing their event and have built up a following over previous years - and even then, it can be disappointing. Clusters of artists and makers means that it is possible to produce Trail Maps, which again proved highly effective in some areas; Tonbridge especially had a fantastic 'walking art trail' which really put them on the map!

With the large number of artists, so our Guide quantities increased. We produced 37,500 copies which averages out at around 125 Guides per artist. We know from many years' experience that, getting Guides into the hands of interested people is critical to the success of the event, and would like to thank those artists who put enormous effort in to making sure Guides were available through every possible local venue, handing them out at train stations and fairs, and stocking up cafes and restaurants. Feedback suggests that generally, those members who were disappointed with visitor numbers requested very few guides. Encouraging and managing better Guide distribution in future years is key.

Due to the huge volume of materials this year, we needed help getting it all out to the ACOs - for this we would like to say a huge THANK YOU to Charlotte Landman (and her mother) who physically loaded and helped unload every single guide and poster that went out to the members.

So, onto the event ... Whilst we did see some positive feedback from our members who had a great event, in general member feedback paints quite a depressing picture in terms of how this years' event went - few visitors, low sales, somewhat disappointing, little enthusiasm for taking part again. But we know human nature is quicker to complain than congratulate, and we have plenty of anecdotal feedback from the members who did not complete our feedback form through their ACOs.

Across the board however, visitor numbers do seem to have been down around 50% on previous years, this is no real surprise given the current economic climate and sheer quantity of competing events. The jubilee weekend affected some artists positively, and others negatively. Some members had their best year ever with one reporting '3 times the number of visitors on previous years' (lucky chap)! Similarly, many members reported reduced sales, whilst others said that although they had fewer visitors they made amazing new connections and sold really well. One lucky lady sold 'all her paintings'!

As with previous years, we really struggled with managing member expectations. There is certainly an assumption amongst some members that the committee are directly responsible for each individual venue's visitor numbers. This is not, and has never been the case.



Those members who had the best experiences were the ones that went into it with an open mind - they got busy with their pre-event marketing, enjoyed the process of putting their work together and making a 'show', learnt lots from the process of talking about their work, and came out of it all the wiser about what to do next year. SEOS has never been purely about selling, but rather connecting with the local community through what each member does. We need to do much more 'expectation management' at the point of recruitment, even if it means losing a few members each year.

Sadly, this year, we are losing all our long serving ACOs, and most of our new recruits too. This gives us the opportunity to completely re-evaluate how we structure and remunerate Area Co Ordinators (we are planning to offer a £400 honorarium) and we are delighted with the number of artists and makers who have put themselves forward for the role. But we still need more volunteers ... if you would like to connect with your local creative community, do let us know.

Polly Hosp - ACO Officer

5. WEBSITE OFFICER'S REPORT

As part of the SEOS online offering the website continues to be considered as a versatile tool. It has a number of roles which help support our different users. Acting primarily as a site for finding out further information about both the event and the SEOS artists. Member artists continue to have their own page and login for accessing essential SEOS graphics.

ARTWORK ARCHIVE

Following from last year we deployed our artist pages via the Artwork Archive platform. This has proved an invaluable resource especially for those artists with no other website or social media presence. Our analytics show that those users browsing the artist pages held a good retention with typical viewing times of 3m 49s.

FLIPBOOK

Continues to be a popular feature allowing viewers online access to the guide.

NEWSLETTER - MAILCHIMP

The newsletter has moved away from the previous PDF format and is now sent out as images and text allowing it to be referenced and shared more easily online.

GOOGLE ANALYTICS

We use Google Analytics within the website to give us a gauge on the website usage and how users find or engage with the website.



As a snapshot the following gives an indication of the search traffic over the 90 days from around mid-April.

ALL SEARCHES

= 10,000 up 338.5% on previous 90 days. This gives an indication of how the website is used during the run up to and during the event.

SEARCH CHANNELS

Organic Search = 35%
Social Channels = 30%
Direct = 27%

INTERACTIONS

Total Impressions = 82,000
Total Clicks = 3,800
Unique Visitors from search = 4,600

PAGES

Home = 10,000 views
Flipbook /seos-art-guide-2022 = 6,000 views
Artists /all-artists (Artwork Archive) = 4,370 views
Trail Maps = 2,018 views
Member Area = 655 unique views

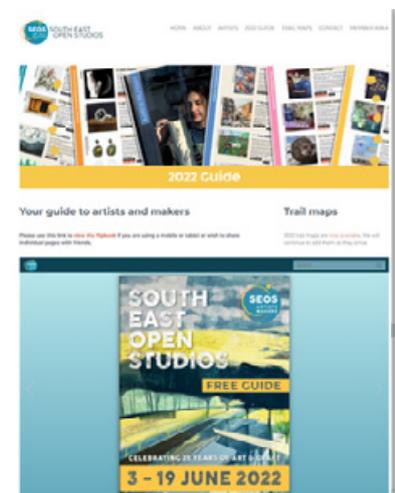
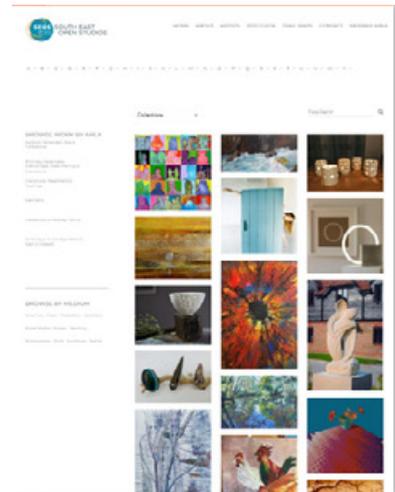
LOCATIONS

UK = 73%
USA = 16%

DEVICES

Mobile = 62%
Desktop = 31%
Tablet = 7%

Mark Welland - Website Officer



6. GUIDE EDITOR'S REPORT

After a number of years of the guide looking much the same, this year we gave it a bit of a makeover to fit in with our new look. As you'll have seen the artists entries remained the same but the introduction of full page pictures worked well and the inside front and back cover showing all the artists images looked great - everyone was on there, some of you twice. There was a new typeface for the headings and a very different cover which I think divided opinions, but if there's one thing I have learnt from doing this job - you're never going to please 300 artists with one design.

Having added these extras we ended up with a 124 page guide which made it the biggest I have produced and then we printed the most since I have been Guide Editor - 37,500. The result of this was a very much bigger print bill. I hope you made good use of all your guides as my estimate of 50p per guide at last year's AGM has gone up to around 70p.

This is my last year as Guide Editor. I have been amazed at the wealth of artistic talent there is in our small corner of the country and also at the number of artists and makers new to SEOS that sign up each year - there seems to be a never ending stream. My first year was in 2009 so I think I have served my time. Over the years I have worked with nearly thirty different committee members, all with one aim, to put on the best Open Studios event possible.

I've enjoyed my time on the SEOS committee and it will seem strange next year when it all happens without me, but I might find the time to start painting again so I could be taking part as an artist.

I will be very interested to see how the guide develops over the next few years - I think it will benefit from a new Guide Editor, with new ideas and I hope the remaining committee members can pull together a new team that will keep SEOS going for years to come.

Terry Ayling - Guide Editor



7. GUIDE ADVERTISING REPORT

After time away from this position, this year I was once again responsible for selling advertising space in the guide. Doing this whilst being Guide Editor is not ideal as the busy time for this job coincides with one of the busiest times putting the Guide together.

I sent out a call for advertisers in early January using our mailing list of previous and possible advertisers and then a reminder in early February, supported by calls for advertisers through social media. This generated £3,800 worth of advertising which compares favourably with previous years.

The committee discussed the placing of advertisements earlier in the year, and are reviewing where they should go within the Guide, so as not to detract from our artists and makers, but still give advertisers the prominence they require.

We are looking for a volunteer to take on this role going forwards - if it appeals to you, please do get involved.

Terry Ayling - Guide Advertising Officer

8. GUIDE DISTRIBUTION REPORT

This is my 15th and final report as the guide distribution officer, as I have stepped down from the role to have more time with my children. This year's distribution was quite a headache as the guides were delivered a week and a day later than originally requested. This meant that the distribution plan had to be squashed into 3 days instead of the original 5 days, but once we received the guides, we started our mammoth task of distribution. Luckily all the other printed material was delivered at the right time over the course of 4 days and due to the vast quantities, it took my Mum and I quite a while to sort it into the relevant areas.



When the guides eventually turned up, Tuesday 3rd of May early afternoon, the driver was quite helpful as he unloaded where I asked which is better than in some previous years until his pallet jack broke. This meant that the last 7 pallets on the truck had to be unloaded by hand.



When the distribution started it went to plan but not the plan I have used for the previous years because of the large quantity of guides that were requested, 37,500 guides, most ACO's cars would not be able to carry their amounts without multiple trips/vehicles. Each box this year weighed approximately 8.7kg.

Area B, C & O (part)	224 boxes	2016kg	2 loads
Area D	88 boxes	792kg	
Area E	74 boxes	666kg	
Area F	33 boxes	297kg	
Area G, H & I	47 boxes	423kg	
Area J & K	93 boxes	837kg	
Area L & N	111 boxes	999kg	
Area M	69 boxes	621kg	
Area O (part)	130 boxes	1170kg	

So I offered to hire a van and deliver the guides and other printed material mostly in one load per ACO. With the help of my Mum and Dad we loaded the huge Ford Transit I hired and my Mum and I set off late Tuesday afternoon and into the night finishing at about 11pm. Then all day and evening Wednesday and Thursday morning. I also did a small drop in my car on Friday.

I would like it to be recorded that we as SEOS extend a big thank you to my parents for the help lifting, shifting and storing the guides and an extra big thanks to my Mum for coming with me on all the deliveries.

Charlotte Landman - Guide Distribution Officer

9. SOCIAL MEDIA REPORT

This year we are celebrating growth across the SEOS Social Media accounts with a gain of 1,240 followers across our platforms since the beginning of 2022, and still growing! A larger audience means that we can increase our artists' exposure, reach more of our target audiences and that we are continually establishing connections with future SEOS artists, magazines, local companies and art lovers. Between 1st July 2021 and 1st July 2022, our Facebook and Instagram content has reached an estimated 108,000 different people.

Last year we first introduced branded 'I am a SEOS Artist' posts for members to use for their own social media. This year we refreshed and re-designed these posts offering new branded overlays and ready-to-use images for our members to share on their own pages – the positive response to this was wonderful, with more members getting involved and sharing their own branded posts than ever before.

Campaigns:

In January we ran a paid highly targeted area-based recruitment campaign in hopes of attracting more members, particularly in areas which have previously been sparsely populated. We found this campaign very successful with high rates of engagement on the posts from both regular members and new audiences. Our recruitment adverts were viewed almost 55,000 times by our target audiences and 2022 membership increased 50% on last year.

As always, leading up to the event we focused on raising the profile of our artists through individual features, supported by our artist pages on the website. During our May feature campaign, our feature posts reached over 25,000 unique accounts. The highest reaching feature post was shared 31 times, had 168 engagements (comments and likes) and as a result was seen by an additional 9,200+ people – once again proving the power of engagement for 'spreading the word'.

Throughout the event we ran a 17-day paid targeted campaign featuring videos for each area. The videos both advertised the event and showcased a piece of work from each member taking part to provide further exposure. This campaign reached over 40,000 people and the videos were viewed by our targeted audiences over 51,000 times.





It was wonderful to see so many of our artists and makers (86% are now active on social media, compared with 80% last year and 50% the year before) engaging with our content and supporting and promoting the event on their own pages with their own content. This year, during the event, we worked hard to ensure we were actively reposting our members' promotional posts to our feed and stories every day. A huge thank you to all those regularly posting leading up to and throughout the event and tagging us in their content – we love seeing our members enjoying the event, hearing visitor stories and all the beautiful studio spaces. As always, engaging (liking, commenting and sharing / reposting) really does make a world of difference for everyone involved and we can't do it without member engagement!

As of July 2022, our follower totals are:

- Instagram – 4,051
- Facebook – 2,683
- Twitter – 3,706

Social Media is an incredible tool for creatives, particularly on a platform like Instagram, which focuses heavily on visual imagery. Whilst the Social Media plane is ever changing and battling the algorithms can be challenging, establishing oneself as an artist or maker online comes with huge benefits and can help connect you with a much wider and more diverse audience, whilst finding communities of other like-minded creatives. Much like taking part in SEOS, it is a journey and takes time to grow a following; the more time and effort put into it, the greater the reward!

If any of our members aren't already on Social Media but feel ready to dip their toe in – we are here to help. We have prepared Social Media Starter Guides for those wanting to get started with Instagram, Facebook or Twitter and these are available for all members in the 'Member Area' on the website. For our members already active on social media – please ensure that your notifications are set to alert you when your posts are shared, and don't forget to check our Instagram 'stories' to see regular reposts of your work throughout the year.

SEOS social media has gone from strength to strength over the last 3 years, seeing growth that any organisation would celebrate, it was disappointing to receive feedback from some members suggesting that we aren't doing enough. Overall, it has been an amazing year and we're very excited to see how much more we can grow and build on the fantastic base we already have. This year we are saying goodbye to Polly Hosp as Social Media Officer, who has been driving the engagement side of social media for the last 3 years, and are looking forward to welcoming a new Social Media Officer (Engagement Officer) in the next couple of months.

Jess de Mattos - Social Media Officer

10. MARKETING OFFICER'S REPORT

Marketing is one of the areas where South East Open Studios has struggled over the years, though we do see it as a critical function that needs to be fulfilled to the highest level. If there's one thing we do - it should be to effectively market the event every year!

Since the pandemic, SEOS marketing dropped off significantly, though we did achieve a golden slot on BBC South East in 2020 ... the year we ran our virtual event! Then in 2021 there was so much uncertainty around whether the event would run that we didn't commit our precious budget to placing advertising, and we received justified criticism from our membership for that lack of visibility.

So THIS year we wanted to come out 'all guns blazing' and really splash SEOS across all the relevant media we possibly could, especially as we were launching a refreshed identity supported by a new set of values with new look advertising AND competing with the lead up to the Jubilee.

We recruited a Marketing Officer who helped us for 3 months writing the press release, placing ads and securing editorial. In total we placed 13 advertisements and 5 editorials, spending in total around £3,500.

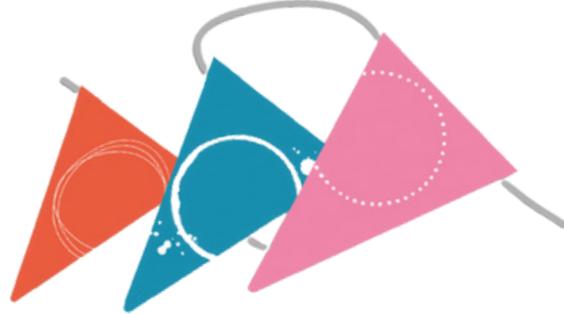
It has been disappointing to read that many of our members, and apparently their visitors, missed our efforts, and to read comments in the member feedback suggesting that we 'should have done more'. We asked our members where they would like to have seen more coverage and those who responded mentioned local media (plus several publications where we HAD placed advertisements).

All members were sent the Press Release and encouraged to promote themselves through local media, with the support of their Area Co Ordinator. Some achieved this with great results - getting artists and makers into local couriers and gazettes is a very powerful way to bring local audiences to events, and shouldn't be underestimated for future years. It is relatively simple too as local papers are actively looking for fresh stories with great imagery ... we have that in abundance! These crucial connections need to be established at a local level by members with their ACOs, and requires much more proactivity.



One of our biggest investments this year was the production of a whole new suite of promotional material - we spent nearly £7.5k producing new signs, posters, banners and bunting - distributed across the region through ACOs. Total quantities produced as follows:

Correx Posters (A2 & A3) - 1,100
Paper Posters (A4 & A5) - 2,200
Directional Signs (A4) - 900
PVC Banners (large and square) - 70
Bunting (10 meter lengths) - 160
Roller Banners (co branded) - 6



On the whole, members really appreciated having fresh new promotional material that has been seriously lacking in previous years, We were disappointed that the colours didn't print as well as anticipated on the Correx (compared to the digital design), and we acknowledge some of the member feedback that everything could certainly have been stronger and clearer. Some members would have liked to have dates on their posters, which would require reprinting them every year (with both economic and environmental impact) and some could have handled bigger (A1) posters.

Certainly it was more challenging to get ourselves 'seen' this year, with so much going on in June and real pressure on the economy, all art/crafts events are seeing a reduction in footfall and sales. Nevertheless, SEOS has successfully launched an inclusive new identity, and while it will take a while to build recognition amongst our audiences, we are off to a great start and are looking forward to evolving and improving as we go forward.

We have exciting plans for 2023 - the starting point is that we are in the process of recruiting a highly experienced and enthusiastic new Marketing Officer! We look forward to conducting a full analysis of this year and putting together a new strategy for the future that hopefully everyone can get behind.

Written by Polly Hosp on behalf of the Marketing Officer

11. PUBLICITY AND PROMOTIONAL MATERIAL



Ingenue Magazine - Half Page Ad and Editorial (below) - Circulation: 5,000 £132

Wealden Times - Quarter Page Ad Circulation: 18,000 £228



South East Open Studios 25 Years On! 3rd to 19th June

2022 is the anniversary of South East Open Studios. It is a real celebration of creativity with up to 300 artists and makers taking part across Kent and East Sussex. This established annual event is the biggest community of artists and makers across the South East of England and the South East Open team are really proud of this landmark year and its community.

South East Open Studios is an opportunity not only for the designers taking part but for art lovers to meet artists and makers in their own environment, watch them demonstrate their skills and talk about their work, the process behind making it come to life and what inspires them.

Stretching across Kent and East Sussex through countryside, coastline, villages and towns it's a great way to explore everything this part of the world has to offer, visiting studios and meeting new people. Within our community we have painters, photographers, sculptors, potters and many other disciplines including wood turners, jewellery makers and metal forgiers within a variety of different styled studios spaces.

"I discovered this great artist-led organisation soon after I moved to East Sussex from London in 2004. I always liked the idea of holding an Open Studio; I loved meeting people who are on the same wavelength, demonstrating and showing children how the

artists, but they also give the artists themselves an opportunity to get out and see one another's work and exchange ideas. As artists and makers respond to the events of the last couple of years there will be a wealth of new work to enjoy.

printing press works, as well as hopefully selling some work. I have been involved both in London and Spain where I was very active in setting one up, and which thrives still.

When I joined SEOS I was delighted with their excellent physical booklet, which shows an image, short statement, and most importantly where to find a particular artist's studio (pages kept by the public for later reference), always backed up on line.

They are selective, so a certain standard is maintained. Much effort is put into organising the different areas, and setting up a local co-ordinator, who often leads an effort to provide an area's trail for their group. As I am 'out on a limb' in the countryside this is important for me. There is extensive on-line advertising. Open Studio posters, leaflets and the booklets for the information centres and shops, and everyone is asked to do their bit with distributors.

Each year SEOS has improved, despite little help with funding, and I hand it to the organisers for the splendid job they are doing.

"If you are a serious artist then join our community." -Brenda Hatfill

To celebrate 25 years, South East Open Studios has a fresh new look that has launched across the different community platforms including social media, online and all printed material. The Open studios team are really proud of the colourful approach taken and the process that has included the community itself.

"The twenty-fifth year of South East Open Studios (SEOS) is such an exciting time for us, as it celebrates an arts event that has given so much pleasure to artists and visitors in the south east for a quarter of a century. As it is such a significant anniversary,

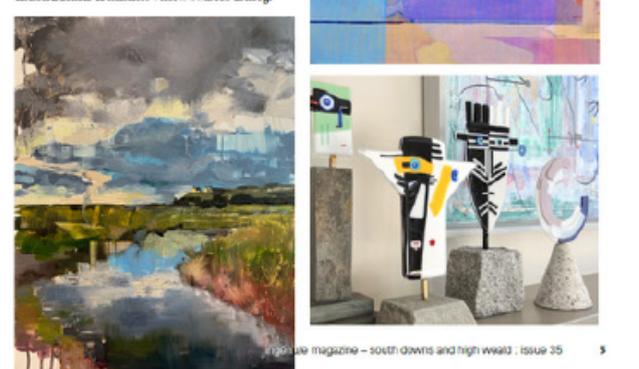
© from left Brenda Hatfill 'Eye in the Sky' 7 x 10cm, mixed media; Rye, Andy Young, 'Tale of Rings-Fordite, Baffle and Silver, Hatfill; Carol Smith 'Rise and Fall' ceramic, Chatham; Cull Wilson 'Raining in Hastings... Time for Tea' a sculpture on wood; Tombridge; Maria Turner 'Venetian' oil; Tombridge; Paul Chase 'Hello Mister' fused glass; Hatfill; Frances Featherstone 'Continuum' oil on board; Groombridge

spotlight on... art trails & open studios

SEOS has taken the opportunity to position ourselves for the next twenty-five years with a refreshed branding, both to reflect our commitment to arts of all media and to actively include artists from all communities to better represent the incredible wealth of creativity we have in the south east. We look forward to welcoming you into our studios in June..." -Jamie Walsh, SEOS Chair

The team at SEOS are really passionate about their creative community providing a professional and proactive approach to supporting the visual arts along the journey and ensuring the community remains inclusive and about collaboration. Look out for the full colour guide distributed to targeted outlets across Kent and East Sussex that showcases each artist and maker by area with a map and information that makes it straightforward to plan your visits. Pick up a copy at your nearest cafe, shop, pub and supermarket and follow the SEOS team and community on Instagram or on Facebook to see the community's work.

SEOS is community based and accessible to all. plan your visit and enjoy the experience of meeting talented artists & makers. Visit www.seos-art.org.





Art in June - Half Page Ad
 Circulation: 11,000
 £100



Sussex Living - Quarter Page Ad
 Circulation: 14,000
 £300

Further Afield: South East Open Studios 2022

We are very fortunate in the South East to have wonderful countryside, a stunning coastline and vibrant towns and villages, which are host to a thriving visual arts culture. Artists and makers can be found throughout the counties, taking inspiration from the landscape in which they live and the community around them.

As one of the most established annual arts events in the UK, South East Open Studios (SEOS) takes place across Kent, Sussex and the Surrey Borders and is a fantastic opportunity to step into studios and discover the creativity on your doorstep. This year we are celebrating the 25th year of South East Open Studios, with 300 artists and makers taking part. We talked to four talented creatives, all based in East Kent and practicing different media, who are throwing open the doors of their studios to welcome visitors.



Dana Sayyar
 At the age of six Dana Sayyar moved to London from the Middle East. Since moving to Deal her art has taken on a new form, inspired by Surrealism, the sky and surrounding landscape. Dana's work has often been described as dreamy "My art is an exploration of imagination and colour".

Tina Brown
 Whenever I sell one of my paintings or prints, it's such a buzz, even now. Having completed my Degree in Illustration at Camberwell College of Art in 1985, I became a freelance illustrator. My work was published in magazines, books, packaging, advertising, and I also lectured at KIAD (Kent Institute of Art and Design). The demands of my young family became a priority, and my career was put on hold, but I continued painting whenever possible. I was accepted onto the in Art and Design PGCE course at Canterbury Christ Church University College in September 2002, which I completed July 2003. I worked as an Art teacher in schools in Kent for 18 years but decided to follow my heart in December 2020 and retired from teaching to focus on my own work. I now offer workshops at Beach Creative in Home Bay and volunteer with Expressions Arts. My work is realistic and predominately watercolour. I also enjoy relief printmaking and hope to find a studio locally to continue with more of this type of work. Lockdown gave me the freedom to reflect on what I wanted to achieve in life and paint again. I'm still discovering what I want to paint and exploring ideas. My most recent challenge was to complete 51 individual portraits for each adult guest at my son's wedding as a gift this April bank holiday weekend. Taking the step to join SEOS this year, was for me a natural progression. I am looking forward to sharing my work and welcoming visitors into my home.
www.instagram.com/tinabrown5248

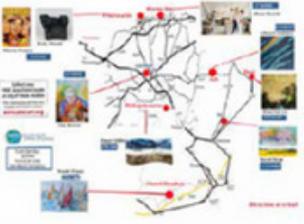


Janet Aldis
 Janet joined South East Open Studios in 2003, quickly becoming the East Kent area coordinator. Taking part in SEOS has been a wonderful opportunity to meet and encourage other artists in all media, creating a vibrant and exciting community of all ages.

Alison Craddock
 East Kent based artist Alison graduated from the University for the Creative Arts formerly KIAD in Canterbury and subsequently set about sharing her love of art by teaching. For the last five years she has been working from her own studio, The Little Studio on The Street in Ash, creating her exciting bold abstract paintings. Alison takes inspiration from the elements, from the ever-changing skies and the natural world. Originally graduating with a conceptual bias to her work, she now strives to capture the ephemeral and the impermanence of being in her paintings. She delights in working on large-scale pieces and in working to commission, making work specifically to meet her clients' requirements. She also has a not-so-secret obsession with seed heads and you may often find their wintry skeletal forms creeping into her more representational paintings!
www.alison-craddock.co.uk

Very much emotionally connected with her art, Dana paints from her imagination drawing on memories of her childhood in the Middle East and London. Working primarily with oils on canvas, Dana says, "I'm always looking to experiment with a varied palette of colours and pushing boundaries with my subject matter".

Working full time in a corporate environment, Dana paints at the weekends and finds it a wonderful escape. Dana's exhibitions include The Horsebridge Arts Centre, Fitzinger Manor Gallery in London, local exhibitions in Deal, as well as selling works internationally.
www.instagram.com/Sayyar.dana



SEOS is taking place from the 3 - 19 June 2022, all our artists and makers are looking forward to welcoming visitors to their studios. Look out for the free Guide and see the website for more details
www.seos-art.org

If you are an artist or maker and are interested in joining us next year, sign up to our mailing list and watch out for announcements on social media (@seopenstudios).

The Broadstairs Bulletin - Editorial (above)
 Circulation: 12,500

SOUTH EAST OPEN STUDIOS
3 - 19 JUNE
CELEBRATING 25 YEARS
 A diverse mix of nearly 300 artists & makers opening their studios, showcasing work across Kent and East Sussex

ARTWORK BY KARINE HYDE

SEOS ARTISTS MARKET

WWW.SEOS-ART.ORG

@SEOPENSTUDIOS

Local artists taking part in South East Open Studios

The South East Open Studios event is now in its twenty-fifth year and is an opportunity for art lovers and artists to meet each other. Here is our guide to the local artists who will be opening their studio doors between 3rd-19th June.



Gill Brown, Bronze Sculptor and painter **Libbi Goodch** will be sharing studio space at 37 Hibernia Chambers, Langton Life, TN2 8LL.

Gill describes her work as "Abstract and figurative sculpture from small pieces to life size work. All are limited editions cast only in bronze." Libbi says, "My work is less about reality and more about the remembered. I often paint after a day's work." www.gillbrown.co.uk

Artist **Louise Dean** will be showing her paintings at The Art Cabin, 9 Stonehall Park Road, Langton Green, TN0 0HN "I'm a lover of vibrant colour, my favourite subject matters are birds and botanicals. I use oils, acrylics and watercolour and stone gold and silver leaf." www.louisedeanart.com

Artist **Kath Siddle** is at "Studio 87, 8 Gibbets, Langton Green, TN0 0DG. Motion becomes still in Kath's vibrant and detailed paintings of nature. Paintings, prints, cards and three children's picture books are available." www.kathsideart.com

Artist **Sophie M. Cook** and ceramicist and painter **Jessie Watson** will show their work in Sophie's Rusthall studio at 4 Rusthall Park, Rusthall, TN4 0NF. Sophie says, "I am a fine art oil painter with a range of subject

matter from flowers to the landscape and people. I am gallery represented and sell artworks." www.instagram.com/jessiewatsonart

Jessie says "I love observing people and places from life and use mark-making techniques to produce drawings, oil paintings, ceramics and textile art." www.instagram.com/jessiewatsonart

There are also two Rusthall artists who are exhibiting elsewhere in Turlington Wells. **Claudia Whigams**, Glass Artist Studio, Langton Park, GLASS, 3a Munson Road, Turlington Wells, Kent, TN1 9LS and artist **Suzy Phillips**, at 37 Hopwood Gardens, Turlington Wells, Kent, TN1 9PF www.suzyphillipsgallery.co.uk



12 | Langton Life

Langton Life and Rusthall Life
 - 4/9ths page ad - Circulation: 1700
 Local Artist Feature / Editorial (right)
 £168

BOROUGH GREEN, WESTERHAM, SEVENOAKS & SURROUNDING AREAS

SEVENOAKS Chronicle

THURSDAY, MAY 14, 2020

WE STAND WITH THE PEOPLE OF UZZANE

CHEERS!

DOZENS of Sevenoaks-based artists will be opening the doors of their studios to the public.

HAZEL'S ETOK CHARITY CYCLING CHALLENGE

ARTISTS OPEN UP THEIR STUDIOS

LONG-SERVING PUB LANDLORDS READY FOR MORE AFTER 43 YEARS PAGE 3

STEER CLEAR OF THE DEER PAGE 3

THURSDAY MAY 14, 2020 CHRONICLE 7

News

Peek inside local artists' studios

By **KATH RYAN**

It's a chance to see local artists at work in their studios, and to meet them in person. The event is a chance to see local artists at work in their studios, and to meet them in person. The event is a chance to see local artists at work in their studios, and to meet them in person.

HAZEL'S ETOK CHARITY CYCLING CHALLENGE

ARTISTS OPEN UP THEIR STUDIOS

LONG-SERVING PUB LANDLORDS READY FOR MORE AFTER 43 YEARS PAGE 3

STEER CLEAR OF THE DEER PAGE 3

Sevenoaks Chronical - Front page slot and Editorial
 Circulation: 2,536

SOUTH EAST OPEN STUDIOS
3 - 19 JUNE
CELEBRATING 25 YEARS
 A diverse mix of nearly 300 artists & makers opening their studios, showcasing work across Kent and East Sussex

ARTWORK BY KARINE HVIDE

SEOS ARTISTS MARKET

WWW.SEOS-ART.ORG @SEOPENSTUDIOS

SOUTH EAST OPEN STUDIOS
3 - 19 JUNE
CELEBRATING 25 YEARS
 A diverse mix of nearly 300 artists & makers opening their studios, showcasing work across Kent and East Sussex

ARTWORK BY MIKE THOMAS

SEOS ARTISTS MARKET

WWW.SEOS-ART.ORG @SEOPENSTUDIOS

Kent Life - Quarter page ad and editorial (below)
 Circulation: 3150
 Sussex Life - Quarter page ad
 Circulation: 3100
 £540

OPEN STUDIOS

It's showtime!

Once again, artists and makers across the county are opening their doors as part of South East Open Studios event, now in its 25th year. We enjoy a preview of some of the works that will be on show and talk to the people behind them

WORDS: ANNE LASHLEY

Hand so before it, has the year seen the 25th anniversary of South East Open Studios - the annual celebration of creativity that involves around 300 artists and makers from Kent and across the border into East Sussex. When asked the more so special is this year's opportunity a chance to see the public meet the artists who are working in their own studios, or those who are in the region who are not, to learn about the processes behind their creations. And we're taking a peek at some of the work that artists and makers are showcasing, including a wide range of media, painting, sculpture, photography, film, and a fantastic opportunity for those of us who're looking to buy some original pieces. A variety of price points, from simple cards to more expensive, has for the artists, and it's a wonderful chance to see how hand-made individuals respond to their work.

Artists are also selling pieces in 2019 to give for their professional colleagues - they have a special message for you as a show, and there's also something about displaying their work in the gallery.

The People We Meet
 by **ANNE LASHLEY**, Kent
 contemporary photography, sculpture and print on paper and wood

25 Kent Life May 2019

SARAH BOURNE, mosaic artist

HENRY ROGERS, Hot Iron Blacksmithing

TUDORS

22/23/132

OPEN STUDIOS

KATE SCHURCHIT, ceramicist

GREGORY BAINES, mixed media

25 Kent Life May 2019

4 TO LOOK OUT FOR

ARTIST SPOTLIGHT

ARTIST SPOTLIGHT

25 Kent Life May 2019

25 Kent Life May 2019



Minerva Publications - Half Page Ad (print) and online
£210



What's On Magazine - Half Page Ad and Editorial (right) - Circulation: 32,000
£300

South East Open Studios is back for 2022 and to its 25-year anniversary it's going to be the biggest Open Studio community event across the UK and it starts on the 3rd June finishing on the 19th June. South East Open Studios is a real celebration of creativity with up to 300 Artists & Makers taking part across Kent and East Sussex for 2022. Our established annual event is the biggest community event of Artists & Makers across the South East of England and is an opportunity for art lovers to meet Artist & Makers in their own environment, watch them demonstrate their skills and talk about their process and what inspires them. This year we have just under 300 artists taking part including 46 ceramicists, 31 printmakers, 22 illustrators, 11 printmakers, 26 jewellers and 20 textile designers and 137 painters with further disciplines including glasswork, mosaics, sculptors, and basket weavers to name a few. This is an incredibly diverse mix of talented people who are part of the SEOS community for 2022 and will bring much joy to anyone visiting and experiencing their studio and the skills they share. Our creative community is based across Kent and East Sussex, stretching through countryside, coastline, villages, and towns. It's a great way to explore everything this part of the world has to offer visiting studios and meeting new people and talented creatives. The SEOS team and its creative community look welcoming you in the month of June.

Thursday 12th May - Strictly Come Dancing: The Professionals
At The Brighton Centre, Kings Road, Brighton, BN1 2SL. 01273 290131. 7.30pm. Directed by Strictly's Creative Director of Choreography Jason Gilchrist, the tour will feature an exciting line-up of 750 magnificent dances and Strictly TV favourites.

Thursday 12th - 14th May - Little Mix
At The O2 Arena, Peninsula Square, London SE10 0DE. 0844 854 0212. 4.30pm. Little Mix have established themselves as the world's biggest girl band - they have sold over 50 million records worldwide, collected over 17 million Spotify listeners, received over 3 billion YouTube views, and collected 12 billion streams worldwide.

Thursday 12th - 13th May - Showstopper! The Improvised Musical
At The Trinity Rooms, Church St, Tunbridge Wells. 01892 676078. 8pm. With twelve years as an Edinburgh Fringe must see phenomenon, a BBC Radio 4 series, a critically acclaimed West End run and a Olivier Award to their name, The Showstoppers have delighted audiences across the globe with their ingenious blend of comedy, musical theatre and spontaneity.

Showstopper!

- 24 - www.whatsonmagazine.media Tel: 01424 870363



InsideKENT - Half Page Ad
Circulation: 25,000
£216



PVC Banner - Large



PVC Banner - Square



A1 / A2 Correx Boards



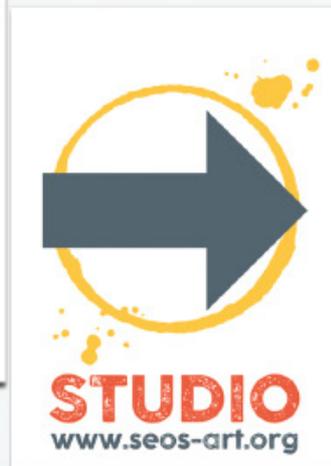
Large Roller Banner



Branded Bunting



A5 & A4 Paper Poster



A4 Correx Board - Directional Signs



A3 Correx Board - Studio Open