



ARTISTS OPEN STUDIOS 2010 SHEFFIELD & SOUTH YORKSHIRE



Courtesy of Fiona Oliver

EVALUATION SUMMARY



Key Data

- 110 artists took part
- Attracted an estimated 6674 visitors
- Artists reported sales of nearly £58,000
- 28% of artists were new participants
- 8% were under 25 years old, and 9% over 65
- 43% of visitors were experiencing the event for the first time
- 97% of artists would like to take part next year
- 97% of artists would recommend participation to others
- We had support from 17 partners in the Sheffield community who we would like to thank for their support.

Important innovations we introduced this year

- Bursary scheme for applicants on benefits
- Quality assurance framework to monitor and approve applications
- Revised registration process
- Production meetings held to allow artists to meet us and each other
- New, improved website to publicise the event
- E-newsletter used to maintain communications with artists
- Facebook group has been set up and is proving very popular



And our priorities for 2011 will include...

- building on our 2010 successes;
- reverting to the May Day Bank Holiday event dates;
- starting registration earlier;
- producing publicity material more promptly;
- improving our marketing distribution;
- discussing marketing with Sheffield City Council;
- making better use of the local press and electronic media;
- aiming to increase visitor numbers;
- aiming to increase number and popularity of events in unrepresented areas of Sheffield, and South Yorkshire;
- developing our board membership to widen the skills we can offer via Open Up to artists and the Sheffield community.