

DEVELOPMENT DAY FEEDBACK

Based on our Members survey, held on Development Day and other feedback these are the priorities identified.

KEY AREAS	NOW	SOON	LATER
Communications	Website and app - Develop App now and improve website Identify regional volunteers	General Communication improvements	DAGFAS name and logo review Future Members survey & Development Day
Exhibitions	Specific info sessions on framing, labelling, pricing etc.	Focused local exhibitions outwith Dumfries General Exhibitions improvements	Touring and reciprocal exhibitions, regionally and outwith Dumfries and Galloway
Workshops & talks	Shorter workshops. Possibly in evenings or at weekends	General Workshop improvements	Online videos or talks after events
Art Cubs & Meetups		Meetups and visits e.g. go and see exhibitions	Art club options e.g. timing, new venues
Other	Young people development, engage with schools Transport issues – car sharing, collecting artworks, etc.	Membership development	

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DETAILED DESCRIPTIONS AND SUGGESTIONS

Communications

Website and app

Regional volunteers - Identify areas to be covered – include Stranraer / Newton Stewart

Arrange shared transport for visits, workshops, hand ins and collection, Poster distribution

Consider ongoing costs v benefits of continuing the Magazine – and what it should contain

Take into account disabled and low vision people.

About 50% of our Membership is over 65 years of age.

Large print version should be available or online.

Investigate use of video and short clips for existing social media and for YouTube

All information should be checked for accuracy.

Consider updating the public face of DAGFAS

a competition for rebranding – name and logo

Exhibitions

Have themed exhibitions e.g. Inspired by...

Invite selected young people or schools to take part in exhibitions

Offer prizes at exhibitions e.g. People's choice, Young person, 1st time exhibiting.

Review communications before, during and after exhibitions

Ensure all statistics for exhibitions are recorded

Other options might be categories – Landscape, portrait, still life, drawing, printmaking, applied art (ceramics, jewellery, textile, glass etc)

Examples of prizes – art store voucher, Herring versatile easel, Subscription to Artists and Illustrators, Free membership of DAGFAS for 1 year, Free DAGFAS workshop, Set of free sessions at Art Club, Free place on organised art trip/

Distribution list for posters. Send to network of members for local display.

Consider impact, organisations, location,

Inclusion of young and disadvantaged people

Invite 5 or 6 young artists to take part in an exhibition. Presentations about their work

Invite Secondary Schools to come to exhibitions

Consider previews, prizes, catalogues, publicity, genre, etc.

Have interactive activities at exhibitions

Review pricing structure for hand in fees and commission for a) hung art, b) original art in print racks c) prints in print racks and d) cards. Also consider how rejected work is handled.

Take DAGFAS exhibition on the road – collaborating with other organisations

Workshops and Talks

“Landscape artist of the year” open air / sketching sessions

Mini courses of 2 or 3 workshops linked together.

Consider ongoing provision for non-Members as well as Members

Review how workshops are publicised

Review communications before, during and after workshops

Ensure all workshops carry out a review from participants

Ensure all statistics for workshops are recorded

Online talks before and after events or workshops

Bring tutors from outside the region

“How to frame correctly” 1-2 months before annual exhibition e.g. thick mount for pastel

Crit session and how to price your work

Collage / assemblage as a topic

Guidelines for tutors as to what will be paid, what to bring and what's expected at workshops

Guidelines for Members as to what to bring / expect to happen\Provide Zoom and / or online workshops

Look at payments to tutors and charges to participants

Look at ways of booking and publicising (See Communications)

Consider varying length of workshops and times of day / days of week / locations

Consider single topic short workshops of 1-2 hours e.g. line drawing, charcoal, pastels, colour mixing.

Identify ways of reaching potential audiences, venues across the region, topics, style and length of workshops, engaging with young people.

Art Clubs and Meetups

Establish a series of visits using own transport, community minibuses or public transport.

Curator tours at Gracefield, Kirkcudbright Galleries, etc.

Further develop and expand the offer to Member

Members skill sharing at no fee

Timings – perhaps evening or weekend

Members days out to exhibitions. Ideas include Kelvingrove Museum, Burrell Museum, Glasgow Museums Store, etc.

Other

Young people development

Liaise with Secondary Schools and D & G College to encourage young people to join DAGFAS

Offer inducements

Memberships

Identify member benefits and discounts

Consider fee level and potential structure / increases

Possible discounts for young people and special targeting

Identify what we should offer new members - welcome letter, induction to DAGFAS, 1st free workshop etc.

New members want to meet other artists, to develop their practice, to go to art collections, to exhibit

Develop a voucher card which can be used to purchase artwork from range of outlets

Links with other organisations

Establish cooperative working

Collaborative exhibitions

Better use of Educational Trust materials. Stranraer area has been successful.

Artists & Makers, other websites and social media

Links increase our Google ratings for Social media optimisation

Consider communication routes that attract Members we are missing