

POS Members' Survey report 2018

There were **107** entries in the survey.

Not all questions were answered. Percentages are per total of answers, hence this is a general overview and not entirely scientific!

Respondents by route

Orange **41** - Lime **11** - Turquoise **5** - Plum **8** - Blue **8** - Green **16** - Red - **18**

Venue type

67% were individuals, **30%** were group venues, **3%** were galleries.

Reasons for taking part in POS

To sell work - **78%**

To promote their business - **71 %**

To exhibit to their existing audience - **44 %**

To motivate themselves to produce new work - **30 %**

To gain new experience - **21%**

Visitor Numbers

51% of venues said their visitors were up this year, **26%** were down, **23%** said they were about the same.

Recorded visitor numbers ranged from **7** to **502**.

Based on the averages of the number categories and the actual recorded totals, visitor numbers for the 107 entries were **12,947** therefore for all 122 venues they would have been approximately **14,762** (For comparison, last years approximate visitor figures were **12,982** over **143** venues).

Summary - visitor numbers were polarised with some venues reporting very low numbers and others (mostly groups) receiving several hundred.

Sales

9% took between **£0** and **£100**

54% took between **£100** and **£999**

23% took between **£1000** and **£3000**

7% took **£3000+**

7% did not give that information.

87 people gave information on sales. Based on median figures the total was approximately **£79,400**, giving an average per venue of **£912**. The total for the full **122** venues was therefore around **£111,342**. (For comparison last year's approximate sales for **143** venues were

£128,128, with an average of **£896** per venue.)

54% sold a mixture of items across their range

15% sold a few large items

31% sold multiple small items

Summary - The average sale income per venue was slightly up from last year. There was an increase in the percentage reporting sales from multiple small items.

POS Goals

57% said they had met their goals

15% said they had not met them

28% said they had partly met them

Comments from people who had not, or only partly met their goals:

- Disappointment over low visitor numbers and poor sales.
- Declining numbers of visitors.
- Fewer workshop participants than hoped for.
- Group venues taking visitors away from individual studios.
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Ratings

The Brochure, website, launch event, communications and bunting scored well with **68%** rating them excellent, **24 %** rating them good, **4%** rating them ok and **2%** poor.

Facebook and banners were **54%** excellent, **31%** good, **12%** ok, **3%** poor.

Posters and flyers were **32%** excellent, **34%** good, **20%** ok and **7%** poor.

Signage was **28%** excellent, **40%** good, **22 %** ok, **10%** poor'.

Comments on what we did well included :

- Praise for the Bield Exhibition, the Brochure, Website and communications.
- Good support from the team.
- Good publicity on Facebook.
- Lots of appreciative comments on the work put in by the committee.
- Managing the Bield without a volunteer rota.

Comments on what needs improving included:

- Not enough brochures.
- Signs not large enough and arrow graphic hard to read - last year's arrows were better.
- Orange on the signs not bright enough.
- Not enough press coverage and general publicity.
- Need more support for first time members.
- Would be good to be able to update website profile before event.
- Each area should have a clearer map.
- Banners should not have dates so they can be reused.
- It would be good to have more detailed feedback.
- Too expensive - where does the money go?
- It would be better concentrated into one weekend rather than 9 days.
- No date on Brochure cover and Bield misplaced on map.
- Queries about separate initiatives (ie Lesley Art Trail) diluting the whole event.

Promotion

The three most popular methods for promotion were the Brochure, social media, and word of mouth. The least useful were workshops, the launch event and personal mailing lists.

Organisation

79.5 % were very satisfied with the event's organisation, **19%** were fairly satisfied with **.75%** fairly dissatisfied and **.75%** very dissatisfied .

Comments on the organisation:

- Thanks for the hard work.
- Not enough publicity and general awareness of event.
- Need more events during the year.
- Pointy hand signage definitely not popular!
- Pitlochry Showcase not clearly signed.
- Brochures excellent.

Participation next year

54 % said they would take part in POS 2018

12% said they would not

34% weren't sure yet.

Comments from those who don't intend to take part

- Not enough visitors/sales to justify time, effort and expense of taking part.
- Taking a break after several years participation.
- Individual studios can not compete with group exhibitions.
- Personal reasons - lack of studio space, family commitments etc.
- POS could network better with local businesses and support networks.
- Need time to reflect on event as first time participant.

Future Support

The suggested future support ideas were all felt to be useful with the idea of route meetings the most popular.

Comments on support potentially offered outside the POS event:

- Smaller events throughout the year, such as a Christmas pop up shop, to meet up with other members.
- More social media activity, and support for each other's posts.
- Workshops on how to make a short professional video for social media.

Help with next year's event

27 % of respondents said they would be able to help with POS in the future, **28%** said they would not and **45%** said maybe.

Comments on lack of availability to help focused on the reasons why people can't give time.