

POS Members' Survey report 2019

There were **62** 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

13 Lemon - **5** Orange - **6** Lime - **4** Turquoise - **4** Plum - **8** Blue - **7** Green - **15** Red

Venue type

72% were individuals, **23%** were groups or collectives, **5%** were galleries.

Reasons for taking part in POS

To promote their business - **100 %**

To exhibit to their existing audience - **66 %**

To sell work - **64 %**

To motivate themselves to produce new work - **42 %**

To gain new experience - **21 %**

Other reasons for doing POS:

- To engage with community
- To explain/demonstrate my work
- To get commissions
- To clear out older stock
- To increase confidence in work

Visitor Numbers

15% of venues said their visitors were up this year, **55%** were down, **12%** said they were about the same, **18%** were first time participants

Visitor numbers for galleries ranged from **7 to 203**

Visitor numbers for groups and collectives ranged from **40 to 871**

Visitor numbers for individuals ranged from **7 to 245**

Based on the averages of the number categories and the actual recorded totals, visitor numbers for the **62** entries were **7732**. Therefore, after adjusting for venue type, for all **140** venues (one was shut) they would have been approximately **15,534**, with an average per venue of **110**. (For comparison, last year's approximate visitor figures were **12,947** over **122** venues, giving an average per venue of **106**.)

Summary - as in previous years visitor numbers were extremely polarised with some venues reporting very low numbers and others (mostly groups and collectives) receiving several hundred. Overall visitor numbers were up slightly although it clearly did not seem that way to many participants.

Sales

Galleries

25% took between **£0** and **£100**
50% took between **£100** and **£500**
25% took between **£1000** and **£3000**

Nb, there were few entries from galleries so this is not fully representative.

Collectives and Groups

5% took **0**
5 % took between **£1** and **£100**
32% took between **£100** and **£500**
5% took between **£500** and **£1000**
27% took between **£1000** and **£3000**
21% took **£3000+**
5% did not give that information.

Individuals

4% took between **£1** and **£100**
34% took between **£100** and **£500**
30% took between **£500** and **£1000**
22% took between **£1000** and **£3000**
6% took **£3000+**
4% did not give that information.

91% of respondents gave information on sales. Based on median figures the total was approximately **£64,282**, giving an average per venue of **£1037**. The total for the full **140** venues was therefore around **£145,180** (For comparison last year's approximate sales for **122** venues were around **£111,342**, with an average of **£912** per venue.)

74% sold a mixture of items across their range

13 % sold a few large items

13 % sold multiple small items

Summary - The average sale income per venue increased from last year. Collectives and groups had significantly higher takings than individuals.

POS Goals

53 % said they had met their goals

18 % said they had not met them

29% said they had partly met them

Summary of comments from people who had not, or only partly met their goals:

- Not enough visitors
- Not enough sales to justify expense and time commitment of doing POS
- Sales were of smaller items rather than large pieces
- Visitors were personally known to the artist rather than coming because of the brochure

Ratings

	Excellent	Good	Ok	Poor
Brochure	81%	15%	3%	
Website	63%	33%	3%	
Social Media	44%	44%	12%	
Launch Event	77%	18%	2.5%	2%
General publicity	72%	11%	15%	2%
Posters	37%	42%	19%	2%
Signage	16%	61%	15%	8%

Communication from committee	58%	40%	1%	1%
Banners	53%	33%	10%	4%
Bunting	61%	33%	6%	

Comments on what we did well included:

- Communication and support from the committee
- The brochure was excellent
- Social Media
- The Bield Exhibition
- Glenys and committee visiting venues
- Open Doors Collaboration

Comments on what needs improving included:

- Signs not very clear on the orange
- Need more brochures
- Too late in the year - could it be earlier?
- Pitlochry Showcase not good as a venue
- Query over effectiveness of Leslie St Art Trail and Glendoick Showcase
- More advice needed for first time participants
- Should be made clearer to groups they can only exhibit one piece in the Showcase exhibitions
- Social media needs more interaction
- Web gallery and maps should be online earlier
- Venues should only display disabled access if they are genuinely accessible
- Lemon route entries not very clear in brochure

Publicity Strategy

45 % worked with others on their route to publicise their venues, **38%** promoted their own venue, **17%** relied on POS publicity.

Summary of comments what venues did to encourage visitors:

- Distributing posters and brochures widely
- Social media posting and sharing of others' posts
- Word of mouth and personal invitations
- Local route maps and flyers
- Individual flyers
- Banners and signage
- Personal launch events/openings
- Articles in local publications
- Taking part in route events eg Leslie St Trail
- Queries whether those local events were effective
- Comments on wastefulness of leaving boxes of brochures in cafes which didn't distribute them

Organisation

71% were very satisfied with the event's organisation, **27%** were fairly satisfied with **2%** fairly dissatisfied.

Comments on the organisation included:

- Brochures given to cafes weren't distributed
- Organisation is good but could be better...
- Showcase collection dates should be on same day
- Complaint about changing venue colour
- Distribution of brochures etc in Pitlochry was chaotic and should be left to the individual venue to collect
- Galleries are open all year - POS should be for individuals only open for a week
- Lesley St Art Trail ineffective
- Dates clashed with too many other events

Did you feel your participation had any effect on your local area?

39% said yes

18% said no

43% said they were unsure

Comments on effect on local area included:

- Neighbours came round for a look
- Cafes and shops seemed busier
- Queries about whether the later date affected visitor numbers
- Holiday makers were visiting
- Doors Open brought a lot of visitors which benefited some POS venues

Participation next year

55% said they would take part in POS 2020

18% said they would not

27% weren't sure yet.

Comments from those who don't intend to take part

- Too much time and effort and not cost effective
- Event has become too big
- Every year is too often, only want to take part occasionally
- Other commitments
- Event too craft orientated
- Too many group venues as opposed to individual studios

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:

- All of the options on the survey would be good but need someone to organise them
- Support needed for finding venues to share
- Website building request
- Need more support from POS with reposting on Social Media
- Meet ups with other route members throughout the year