

SETTING UP A BUSINESS IN THE ARTS

The **Self Employment** section in the careers service at Somerset Place Library has books and resources covering funding, sources of business advice, pricing, marketing, exhibiting, setting up studio/workshop space, carrying out residencies, commissions and copyright.

Our **Self Employment** file also covers self employment in the Bath/Bristol region, local studio/workshop spaces, sources and examples of regional funding, and contact information for organisations offering advice and business support.

FIRST STEPS IN SETTING UP A BUSINESS: **Having a Business Plan**

A business plan is a well-researched document that provides information about your intended business, your intended market, operational details and finances including sales projections and marketing information. Your business plan will enable you to:

- ◆ fully clarify your ideas and options in an objective way
- ◆ make an approach for loans or grants
- ◆ measure the progress of your business, sales and marketing activity throughout the year

SPECIALIST ADVICE

Arts Matrix www.artsmatrix.org.uk

This is a newly created service for artists and creative practitioners. Regional advisers can give you specialist advice, as well as access to information on training, funding, marketing and business support

Bristol	Anne Warburton, Watershed Media Centre, 1 Canons road, Bristol T: 0117 9150189
Somerset	Jane Clothier, Folk South West, The Stables, Montacute House T: 01935 822911
Gloucester	Art Shape, 26 Station Rd, Gloucester T: 01452 541145

Other sources of information/advice:

www.a-n.co.uk

www.princes-trust.org.uk

www.designcouncil.org.uk

www.prospects.ac.uk self employment

Most high street banks also have take-away packs on setting up a business

Raising Funds

Look for annual awarding bodies, regional arts boards awards/grants and bodies who give advice and start up grants such as the Princes Trust, The Crafts Council, Queen Elizabeth Trust. Check:

AN Magazine (library Journals) Artyfacts (careers journals SH)

www.arts.org.uk Regional Arts Boards web site with links to all regional boards,

www.fundinginformation.org

Obtaining Studio Space and or Equipment

Look for advice or support via: Regional Arts Boards, Local Government – councils usually have an Arts Development Officer and Professional Arts Associations. Check www.a-n.co.uk which has a section on regional support – workspaces and artist's groups by region. Studio space listings section in AN magazine + London Institute's Artwork bulletin: www.artwork.linst.ac.uk Also check the Careers Self Employment file, which has a section on workshop spaces in the South West.

Exhibiting

Showing your work to the public using either web-sites, commercial galleries, local community venues, independent or studio galleries, or your own premises. Use:

Arts World Directory to locate galleries } careers area Somerset Place

Directory of Galleries London & SE

AN Book 'Exhibiting' and AN Magazine, section on current requests for exhibitions

www.artefact.co.uk monthly listing of exhibitions in the UK

www.candidarts.com offer new graduates exhibition space & run the Angel Arts Market, Islington

Marketing/Selling

Identify selling possibilities: direct marketing & sales, using an agent, galleries, artist run shops, specialist outlets, craft or art fairs. Information and advice on marketing and selling can be found in: AN publication 'Selling' (careers)

www.a-n.co.uk 'showing' 'selling' and artist's agents' sections.

www.axisartists.org.uk an artists register

Networking

Check out noticeboards in art centres, arts organizations, web sites or join regional arts groups (such as BANA - Bath Area Network of Artists) T01225 396455

Obtaining Commissions

For a commission you are asked to produce a new piece of work for an individual client or organisation. A signed contract should define the fee and deadline.

Self Employment can also include:

Residencies

Residencies offer an income and free (or low cost) work space in return for producing a work of art that meets a particular brief. Clients can range from schools, hospitals, galleries, and community spaces to industrial and commercial settings. Contracts can range from a few months to a couple of years.

Resources: www.unesco.org/culture/ifpc (worldwide residencies) www.a-n.co.uk

www.artwork.linst.ac.uk + Artyfacts (monthly bulletin, careers resources SH) UK residencies

Fellowships

An organisation which offers opportunities and or sponsorship for artists to develop their own work or research over a given time (usually 1-3 years). Hosts are usually universities or other education organisations.

Competitions

Competitive entry for annual or individual awards. Check AN Magazine Artwork online bulletin & Artyfacts for news and submission dates.

BOOKS & WEBSITES

Making Ways – AN Publications
artists' guide to self employment

Survive -the Illustrators guide to self
employment

(Assoc of Illustrators)& web site:

www.theaoi.co.uk

Beyond the Lens – photographer's guide to
business practice

Second Steps – self employment in the arts
BCF

Running a Workshop – Crafts Council
Craft workers guide to self
employment

AN Specialist Guides: Fundraising, Copyright,
Money Matters, Residencies in Education,
Organising Your Exhibition, Selling

Starting Your Own Business (Inland Revenue)
www.inlandrevenue.gov.uk booklets: CWL1&
3,4,8

AN Web – Advice section www.a-n.co.uk

CONTACT ORGANISATIONS

BANA Bath Area Network of Artists
16a Broad St, BATH www.bana-arts.co.uk

BRAVE Enterprise Agency, The Coach House,
2 Upper York Street, Bristol BS2 8QN
www.brave.org.uk Tel: 0117944 5330

BANES Arts Development Officer: Peter Salt
Tel: 01225 396432
www.bathnes.gov.uk/atoz/csu/arts.htm

Arts & Business (regional)
Tel: 020 7378 8143 www.aandb.org.uk

South West Art Bradninch Place, Gandy St
Exeter Tel: 01392 218 188
www.artscouncil.org.uk/regions

Bristol City Council Arts Development Office:
Tel: 0117 9222022 www.bristol-city.gov.uk

Prince's Youth Business Trust
Funding 18 – 30 yr old business start-ups
Tel: 0800 842842 www.princes-trust.org.uk