TERMS & CONDITIONS

The Arts Trail is organised by the Cam Valley Arts Trail Group, which is run by volunteer artist members of the group. The aim of the group is to promote the arts and support artists within the Cam Valley. We pride ourselves in hosting a professional and uniquely creative event where artists can showcase their original handcrafted work.

The Trail is a 2 day event which is open to the public between 11am - 4pm on both days. (NB. Sunday times may vary from venue to venue due to local conditions eg. Church services.)

Set up from 9am on the Saturday.

Artists must ensure their stall is staffed at all times throughout the weekend and you need to be prepared to engage with the public who are often interested in how work is produced.

Your work can be left in the venue overnight at your own risk.

Stalls must be open for the full duration of the Trail. Packing up early is disrespectful to other artists and can cause a hazard to visitors to the event. Artists must have tidied up by 5pm on the Sunday.

INSURANCE

All non-member participants must provide evidence of their Public Liability Insurance for the event with this application and ensure that a valid certificate of insurance is displayed during the weekend.

PUBLICITY

For the trail to be a success we need help with the publicity - the more signs and information we can get out there the better, so please forward information about the event we produce to your friends, family and contacts. Artists will be responsible for helping to put up signs and banners at their venues so visitors know where your venue is and when you are open. As well as the brochure, banners/signs, and editorial & adverts in printed publications we also use digital marketing to promote the event. This includes:

Email: We will be sending out newsletters to all participants on the run up to the trail.

Facebook: We have a Facebook page 'Cam Valley Arts Trail' which we will be adding information to on the run up to the weekend so please' like' this page and then share updates on your own page (if you have one).

Twitter: Our Twitter account is @camvalleyart. If you have a Twitter account please retweet our posts and ensure all tweets regarding the trail and your work is accompanied with #camvalleyartstrail

Instagram: Our Instagram account is @camvalleyartstrail Please follow our account and when you post anything add #camvalleyartstrail

We will be holding a launch event in the week of 14th October for all registered artists to attend; artists have the opportunity to meet each other, get final information about the event and collect signs/name badges and banners they need for the trail itself.

ARTISTS' WORK

All artwork must be original and produced by the artist. Artists must not sell 'bought in' items produced by others. If you have any queries please contact Karen: 07763218176. We pride ourselves in having a wide range of artists producing unique, beautiful work - it's inspiring for visitors to see very different work over one weekend. Once artists have registered, images of artists' work will be used on social media & our website to promote the event.

BROCHURE

We reserve the right to edit the information you provide for the brochure and website as necessary to fit available space.

VENUE ARRANGEMENTS

One of the artists at each venue will act as a coordinator for the venue on the day. They will need help on the day as they have their own work to display so please arrive at 9am on the Saturday to help with the setting up of your venue as well as your own pitch. If artists arrive late, it is unlikely that other artists will be able to move their already set up displays - please arrive on time.

Many of the venues have tables and chairs available, but this is not always the case for artist studios, where you may need to provide your own table and chair. Generally, artists at the venue will work together to create an attractive exhibition showcasing everyone's work. Spaces are likely to allow for items such as browsers / rails but, be aware this is dependent on the venue. If you require power for your display please bring your own fused extension leads and strong duck-tape to secure cables out of reach, as power sources may not be adjacent to your pitch.