



AGM 2022

Welcome to everyone – thanks for joining us!

A few housekeeping tips – please keep yourself muted and only unmute yourself when you want to ask a question - if you raise your hand we will know you want to speak

Agenda

1. Minutes from 2021 AGM
2. Chairman's report about SOS 2022 event (including finances)
3. Feedback from members
4. Constitution
5. Election of 2022/23 committee
6. SOS event 2023
7. A.O.B.





Minutes

- Minutes have been sent to all members
- Any matters arising from the minutes?



Chairperson's Report

SOS Event 2022

- 214 members (148 last year) - artists, galleries & groups across Suffolk, with 158 opening (123 last year)
- Footfall was mixed across the county
- Exhibitions assisted with promotion





Press & Promotion...

- **SOS printed directory!**
- Adverts in Suffolk Life Magazine, The Suffolk Coast Guide, The Tide Collection Magazines, Festival of Light Magazine
- Instagram boosts & reposts
- Village newsletters
- Cambridge Open Studios Guide



Press & Promotion...

- New SOS Graphic Designs

Extras



90% with text underneath.



80% with text underneath.

Additional shapes such as these can also be added to designs if you don't want to use a very busy background but want to tie graphics together.

When designing assets rounded rectangles and squares can be used. Opacity can also be reduced to around 80-90%.





Suffolk Open Studios 2022

Atlas Live



3 RATINGS

5.0

★★★★★

AGE

4+

Years Old

CATEGORY



Lifestyle

DEVELOPER



Atlas Live

LANGUAGE

EN

English

SIZE

12.4

MB

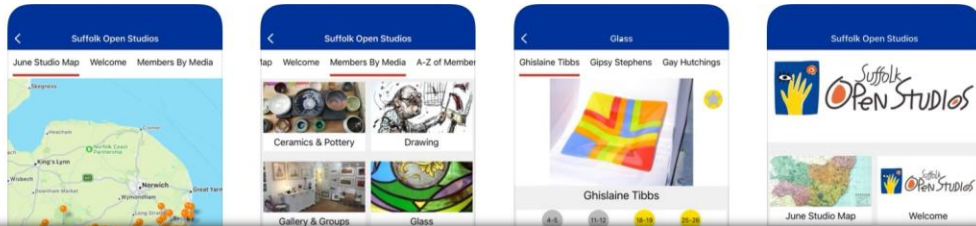
What's New

Corrects the colour of the page title

[Version History](#)

3mo ago
Version 2.2

Preview



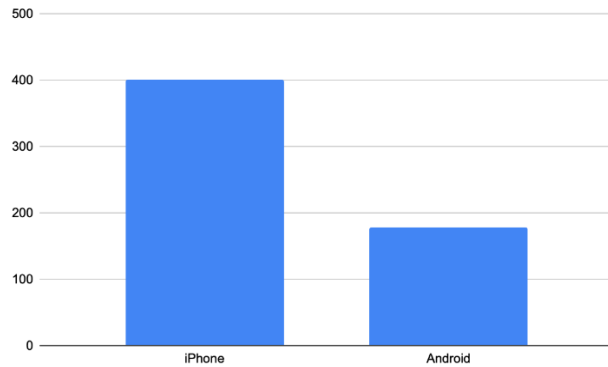
App

- SOS app was renewed this year which was downloaded 580 times, (in comparison to 843 times last year when it was new)
- Advertised the app via social media and in the printed directory



New App Stats - Downloads

Total of 580 Downloads

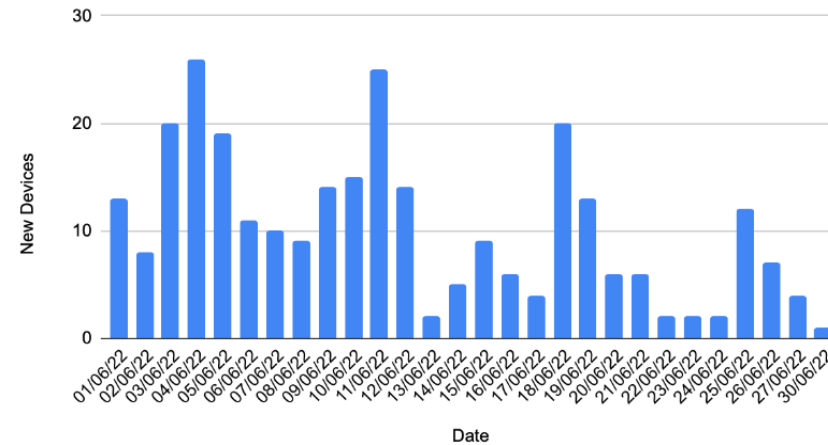


Total Downloads: 580

- 401 iPhones/iPads. 179 Android Phones

App Downloads By Date

Downloads By Date



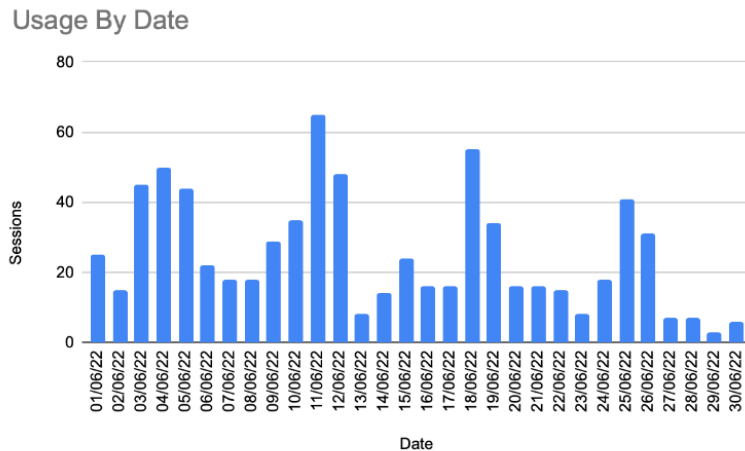
Notes:

- Downloads peaked on 4 June with 26 new installs (Saturday weekend 1).



App Stats – Launches & Users

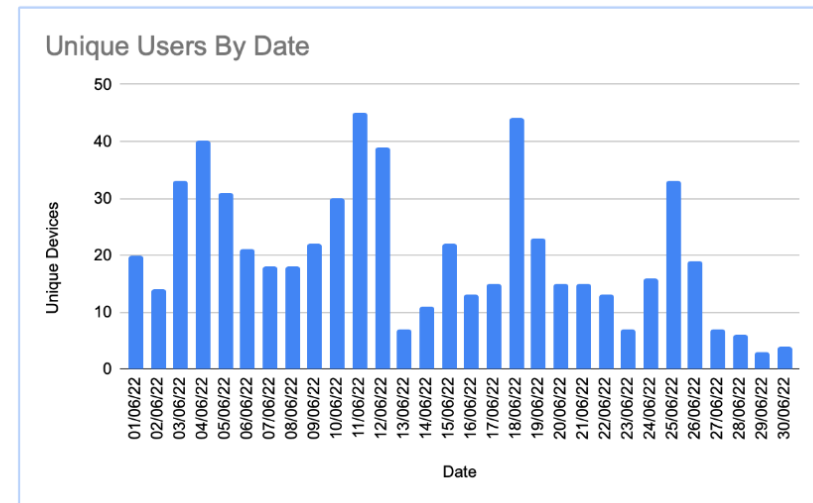
App Launches By Date (Total of 1530)



Notes:

- The chart gives an indication of how often the app was used each day.
- Usage peaks on the 11 June with 65 app launches (Saturday of weekend 2)
- An app is typically restarted when it has not been used for a while during that day.

Unique Users By Date



Notes:

- The chart gives an indication of how many different people used the app each day.
- Daily unique users peaked at 45 on 11 June (Saturday of weekend 2).
- If the same person used the app multiple times in a day, this is counted as 1 usage on that day.

All Users
100.00% Users

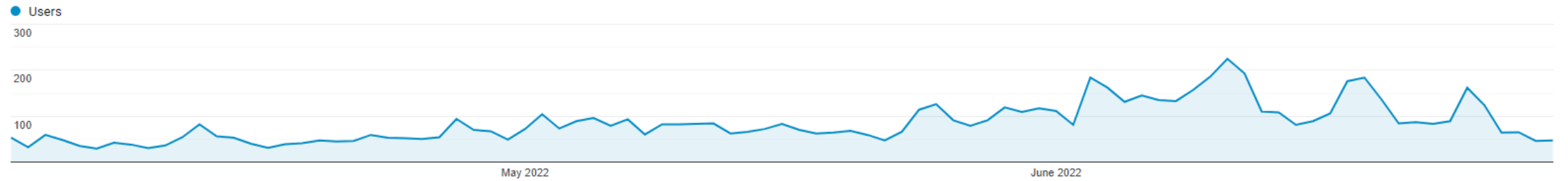
+ Add Segment

1 Apr 2022 - 30 Jun 2022

Overview

Users VS Select a metric

Hourly Day Week Month



Users
6,300

New Users
6,149

Sessions
8,565

Number of Sessions per User
1.36

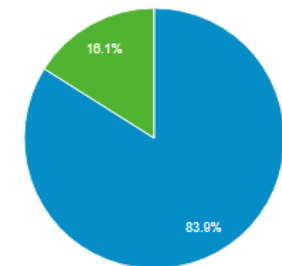
Page Views
25,380

Pages/Session
2.96

Avg. Session Duration
00:02:36

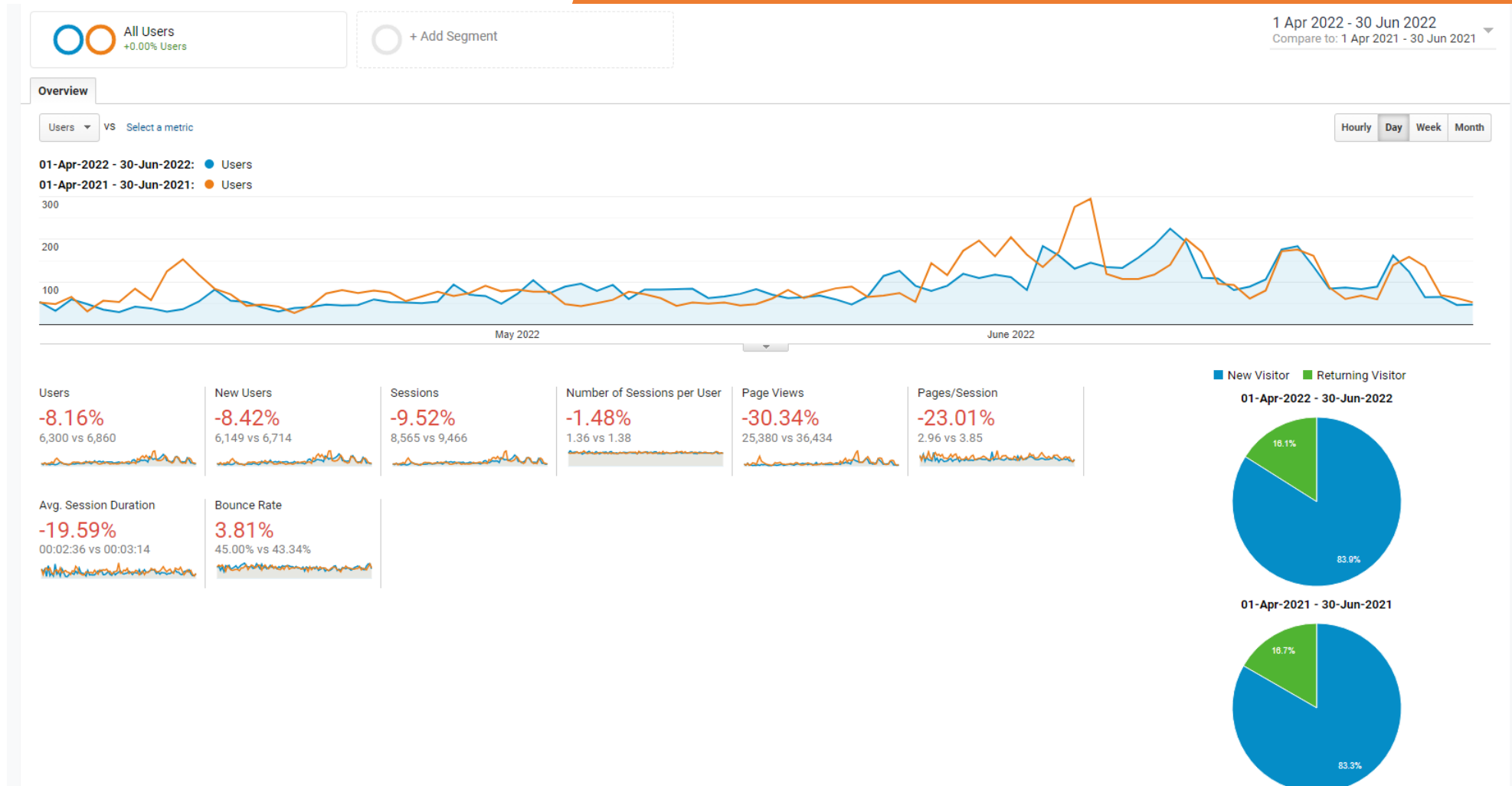
Bounce Rate
45.00%

■ New Visitor ■ Returning Visitor





Website Stats – Comparison to 2021





Exhibitions...

- Exhibition opportunities throughout the year...
- PRINTroom
- Pond Gallery, Snape Maltings
- 142 Gallery, Felixstowe
- Ferini Art Gallery



Suffolk Open Studios
12 months to 31st July 2022
Detailed Income and Expenditure Account

| | 2022 £ |
|---|----------------------|
| Income – Membership fees | 12,254 |
| Income – Exhibitions | 10,390 |
| Other Income | 376 |
| Total Income | 23,020 |
| Overheads | |
| Directory, Design and Printing | 9,699 |
| Marketing, Adverts. PR | 1,315 |
| Exhibition Hire and Costs | 1,582 |
| Expenses | 214 |
| Website | 209 |
| Administration and Fees | 1,298 |
| Artwork Sales | 9,668 |
| Meetings | 194 |
| Insurance | 842 |
| Total Expenditure | 25,021 |
| Surplus / <deficit> for the Year | <u><2,001></u> |

2022 Financials

- Accountants prepared finances for SOS for 2021/22
- Next year accounts will be Aug 22 – July 23

SOS Members Survey

What was the best thing about participating in SOS?

- Opening Studio – 22
- Hub/Trail - 6
- Exhibition Opportunities – 8
- Networking - 18
- Having details in the App and Website – 5 votes

On average how many visitors did you have each weekend?

Visitor Numbers

- 0-5 people – 11 responses
- 5-10 people – 9 responses
- 10-20 people – 7 responses
- 20+ people – 11 responses

More or less than expected?

- Less – 19 responses
- About the same – 15 responses
- More – 5 responses

SOS Members Survey

Things that worked well

- **Good signage on roads/paths**
- Using own social media to promote
- Instagram
- Being a part of a hub/combine visitors
- **Sharing with other artists/hub/multi disciplinary**
- Sending direct invitations
- Opening one weekend only – focused promotion
- Running workshops
- Having prints and cards

One thing you would do differently?

- **Open as a hub / share space**
- **New/better signage**
- More posters
- Opening less weekends
- Focus on own advertising and promotion
- Earlier promotion of opening weekends
- Different time of year
- Sell smaller items – price range for all visitors

SOS Members Survey

How had your visitors heard of SOS?

- Directory – 28
- Website – 3
- App – 6
- Social Media - 11
- Signage – 16
- Friends & Family – 12
- Word of Mouth – 11
- Other - 9
 - Village publicity
 - Trail flyers

Further Comments & ideas...

- Local radio coverage, interviewing artists to raise the profile
- Pleased there are exhibition opportunities in addition to June event
- Possible Exhibition Venue – Long Shed in Woodbridge
- Exhibitions opportunities to be provided when signing up, possibility to have browsers/card displays at exhibitions
- Open studios at other times of the year for SOS artists
- Change to the directory, no colour key/specific dates
- Bigger images in the directory to see artwork
- Postcard sized 'posters' that can be pinned up in community areas



Constitution

- Revised Constitution has been circulated with the yellow highlights as new information and red sections to be removed.



Each position election needs to be proposed by a member and then seconded by another member

Note: the member cannot propose themselves

Election of 2022/23 Committee

- *Positions available:*
- Directory Co-ordinator – *Proposed Hannah Rae*
- Social Media Secretary – *Proposed Claire Fernig & Nicola Warner*
- Press Officer –
- Newsletter collator -

- *Those on the Committee willing to stand again if elected.*
- Chairperson – Emma Lea *this will be final year as chair
- Vice Chair & Web Admin - Marian Lishman
- Membership Secretary – Louise Ferrier
- Directory Distribution – Jacqui Robins
- Exhibitions Co-ordinator – Spadge Hopkins
- Committee Member – Simon Farr

SOS for 2023

3rd/4th | 10/11th | 17/18th | 24/25th weekends in June

App & Directory to promote the event

Exhibition opportunities will be provided to members at the start of their year/membership





AOB

Is there anything to raise or wish to discuss?