**The Worple Art Group**

The Worple Art Group was established in 1983 and is a group of 20 local artists who exhibit twice a year in Saint Mark’s church, in the centre of Wimbledon and a short walk from Wimbledon station. The group has included professional, semi-professional and talented amateur artists. It is a not-for-profit organisation, run by the members, for the members.

**Joining the Group**

Local artists may apply at any time to exhibit with the group by e-mailing the Chair. They will be sent an application form to complete and asked to attach a few images of their work. If the committee feels they would be a good fit, three of our members will arrange a meeting with the applicant to view their work, learn a little about them and answer any questions about the group. Successful applicants are then invited to exhibit as guest artists, when there is space available, and they will be offered a half section to hang their work on this occasion. Most guest artists are then invited to become full members, when vacancies occur, and they will be given a full section to hang their work in subsequent exhibitions.

Invited artists may exhibit on an ad-hoc basis but those wishing to be full members will always take precedence.

All full members are expected to take part in the Spring and Autumn exhibitions each year and they should do their best to prioritise this commitment. If two consecutive exhibitions are missed continuing membership will be reviewed.

Members are asked to help organise the exhibitions and volunteer for other tasks if they have suitable skills.

**Exhibitions**

Exhibiting artists are asked to be in attendance for the duration of the exhibitions: Friday from 3pm until 8pm and Saturday from 10pm until 5:30pm. There will be rotas for manning the door on both days and for serving refreshments on the Saturday. Members are asked to contribute home-made cakes or sandwiches to sell to visitors, which helps towards the costs of the exhibition.

There is no hanging committee. Members select and hang their own work, subject to the rules stipulated on the invitation to exhibit letter issued before each exhibition. They will also be told what hanging space they have been allocated. The completed forms should be returned by the deadline given to allow time to produce the catalogue.

Members may hang their work on the Thursday between 3pm and 6pm and/or Friday morning. They will be asked to help with other tasks whilst there if they have not already volunteered.

All exhibiting members are expected to help to dismantle the exhibition after 5:30 on the Saturday and to ensure that the church is left as we found it.

**Costs**

Annual membership of the Worple Art Group is currently £25.

Net Exhibition costs (after catalogue sales, refreshment income and sponsorships are deducted) are met as follows:

50% is covered by equal contributions by full members and a half share by guest artists

**The Worple Group**

**Costs** cont.

50% is covered by commission on sales up to a maximum of 35%. (Usually between 7% and 13%).

Credit card charges on sales are borne by the artist. We use Zettle who currently charge 1.7%.

**Sponsorship**

Finding local businesses to sponsor our exhibitions can make a considerable difference to the cost the artists have to bear.

Members are asked to use personal contacts to seek out sponsors and to give any positive leads to our sponsorship secretary.

In return sponsors get their logos displayed on our promotional material**.**

We organise a leaflet drop to some 12000 homes in the Wimbledon/Merton area. The artists supplement that with their own mail drops of a further 3000 leaflets or so.

We place posters and leaflets in various appropriate venues and have a list of several hundred people we email directly. We also sell about 150 catalogues at the exhibition itself.

450 people visited the exhibition last Autumn.

Our sponsors have their brand logo on the leaflets and catalogues and have their logo up and sponsorship recognised in the main lobby of the church – which is where people gather at reception, pay for any purchases and where we serve tea/coffee and cake.

The current cost of the sponsorship is £150 for one exhibition and £250 for both the Spring and Autumn exhibitions.





