

Welcome



Part 1: Start as we mean to go on

- Introductions, Welcome
- Core Zoom Skills
- Who/what are we, Conference, 2020, Website and more

Part 2: Business of Art/Sustainability

- HVA intro per topic, plus relevant video tour
- Presentations/discussions/feedback, what do you want?

Tea Break

Part 3: Wellbeing/Digital Skills

- HVA intro per topic, plus relevant video tour
- Presentations/discussions/feedback, what do you want?

Part 4: What's in store – 2021 and beyond

- Prioritising what next (let's plan)
- Events, area meetings, making the most of our connections/future

Close and wind down

Agenda Detail



- **10am (Prompt) Part 1:** Start as we mean to go on: Agenda, Welcome, Zoom skills
- **10.15 Part 2:** Steams 1, 2: Perspectives/introductions: Business of Art, Sustainability
- **10.30** Separate streams 1,2 (random allocation) presentations and discussion
 - **Business of Art** (Esther Lafferty, Director, Oxford Art Weeks, Hillary Taylor, HVAF)
 - **Sustainability** (Members Susheel Rao, Debbie Knight)
- **11.15** Full conference: combined feedback from streams, discussion
- **11.30** Tea Break
- **11.45 (Prompt) Part 3:** Streams 3,4 Perspectives/introductions: Digital Skills, Wellbeing
- **12.00** Separate streams (random allocation) presentations and discussion
 - **Wellbeing** (Jo Askham, Arts/Wellbeing Consultant, Anna Schofield, HVAF Dacorum)
 - **Digital Skills** (Rosie Scares, Social Media Consultant, Mitzie Green, Member)
- **12.45** Full conference: combined feedback from streams, discussion
- **13:00 Part 4:** What's in store - opportunities, events, prioritising what's next
- **13.30 Conference close:** Zoom stays open for informal chat
- **14:00** Informal Zoom chat closes

Housekeeping



- ***Please be prompt:*** we want you involved all the way through
- This conference is being recorded (video and chat)
- *If you do not want to be visible, please turn your video OFF*
- You will be mute-on-entry, and may also be muted at other times in the conference
- To make the most of this conference, please use the largest device you can:
 - In preference order: desk top computer, laptop, tablet Only use a phone if it is your only option
 - Make sure your device is charged/powering, ready – have you got pen and paper for notes?
- Please make your real name visible (i.e. not Samsung 12345)
- Please join in, listen, ask questions, contribute your stories, chat with others
- In the parallel streams, you will be randomly assigned to a stream
- Much of the content will be available on-line for members to watch later
- Pre-recorded videos will be on our YouTube Channel
- There will be screen sharing, presentations, open discussion, chat
- We will sometimes be all together, sometimes in breakout rooms
- don't worry if you're a Zoom novice, we'll have key skills practice in a minute

Getting to know you



- OG: core group of volunteers
 - work their socks off, meet approx. monthly
 - **Beverley:** branding, marketing, Instagram, Facebook,
 - **Elsbeth:** membership, Open Studios/Event proof reading
 - **Sally:** Vice Chair, N Herts, Twitter, Big Art Fair, local opportunities
 - **Laura:** Big Art Fair, brand development, and more
 - **Susheel:** Treasurer **Jill:** Admin Manager **Alun:** web site
 - **Debbie:** Harpenden, Living Crafts (needs a helping hand), Makers Fair
 - **Linda:** E Herts **Heather:** Welwyn/Hatfield **Anna:** Dacorum **Gaye:** SW Herts
 - **VACANT:** *St Albans and Barnet Area Coordinators*
- Golden thread: connect, learn, grow, be ready for tomorrow
- Streams
 - Sustainability, The Business of Art, Digital Skills, Art and Wellbeing
- Guest Speakers/Expert Stream leaders
 - Sustainability: Susheel Rao, Debbie Knight
 - Business of Art: Esther Lafferty (Director, Oxford Art Weeks), Hillary Taylor
 - Digital Skills: Rosie Scares (Social Media consultant), Mitzie Green
 - Art and Wellbeing: Jo Askham (independent Arts/Wellbeing consultant), Anna Schofield

5 years of Conference



- Started in 2017 at Rothamstead
 - 2017 Rothamstead: Have your Say
 - 2018 Mid Herts Music Centre: What do you want?
 - 2019 Mid Herts Music Centre: Try something new
 - 2020 Trestle Arts Base: Try something new, Herts Year of Culture
 - 2021 on line, connect, learn grow, 4 exciting streams
 - PowerPoint recap ...

Zoom Skills



- Names – please change your name (if it's not yours)
- Video on/off/backgrounds
- Mute/unmute
- Gallery/Speaker View, Chat
- Screen sharing
- Breakout rooms

- If you do not want to be visible, please turn your video OFF
- You will be mute on entry, and also muted at other times of the conference

- Please make your real name visible (i.e. not Samsung 12345)

- There will be screen sharing, presentations, open discussion, chat
- We will sometimes be all together, sometimes in breakout rooms

HVAF in 2020



- what a year! – we (HVAF and all of us as individuals) had to reinvent pretty much everything
- January Conference, around 60 members at Trestle, with a mask workshop, YOCl from Herts Year of Culture, a 30th anniversary cake and more
- #BigArtShowcase, New Maynard Gallery, ~50 members, started, great PV evening (more cake) then cancelled
- #LivingCraftsShowcase, Hatfield House cancelled
- Happy Hour started
- #BigArtFair, Hitchin cancelled
- #HertsOpenStudios – converted to a virtual event
- Christmas Showcase, Winter Exhibition #HertsChristmasArts
- Stevenage: Business Centre art on display continues
- Art in Potters Bar: Business Centre art on display
- Working on new things, including updated web site

Streams 1, 2



Business of Art, Sustainability Perspectives:

We absolutely live in a changing world. HVAF continues to adapt/build in ways that may not be visible to members. Over time, we're not only improving our sustainability footprint but it also makes good business sense: costs, opportunities, efficiency, connections, etc

- 2020 threw us challenges, but we were able to rebuild quickly
- fewer brochures, more on-line content, less processed paper
- more images/page, reusable marketing materials, less wastage
- reduced cost, postage, lamination, stationary, travel
- improving website features, online admin and event management
- increased opportunities and visibility for members
- galleries, workshops, new events, exhibitions,
- easier contact with/between members, and the rest

Business of Art - 45min



Selling your art and selling yourself with a focus on pricing, what you want to get out an exhibition, and presenting yourself –‘finding your story’
Presentations and discussions, plus create a round up of discussions, conclusions, recommendations, to bring back to conference

- **Esther Lafferty** has been running Oxfordshire Artweeks, the UK’s oldest/ largest open studios event, for 10 years. As many as 2000 artists host 4-500 exhibitions over three weeks each May. She works closely with the county’s newspapers and magazines, writing hundreds of column inches and dozens of feature articles on the artists involved and their work throughout the year.
- **Hillary Taylor** is an engineer and business consultant (strategy, business development, new directions and organisational bias) who has been Chair of HVAF since 2017. She’s focussed on developing our visibility, digital footprint connections and benefits for members.

Sustainability – 45min



Sustainability in our way of being, of doing business and art.

Presentations and discussions, plus create a round up of discussions, conclusions, recommendations, to bring back to conference

- **Debbie Knight** is predominantly an abstract oil painter. Her concerns about ecology and environmental issues influence her work; she often refers back to ancient times when mankind's impact on the planet was minimal and evidence points to these ancestors being more in tune with nature. Today she wants to open a discussion about the varying ways in which artists might concern themselves with environmental issues.
 - Considering sustainability in our practise.
 - Longevity of our work and repurposing.
 - Creating art from repurposed materials.
 - Sending an ecological message through art.
- **Susheel Rao** is a jeweller who has started dabbling in other medium such as textiles. Environmental sustainability is considered in all her work as she works to reduce her environmental impact, in her material choices, processes and daily way of being. In her other life she is a sustainability consultant and currently working as project co-ordinator on the St Albans Sustainability Festival.

Feedback



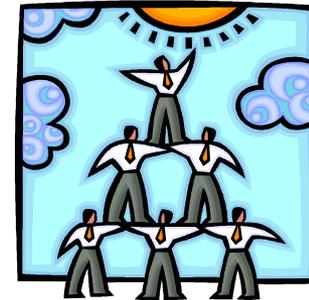
- 15 minutes to recap both of the groups
- Nominated people from each group to talk ...
 - Business Skills
 - Sustainability
- Encourage comment into chat
- Think of what you gain by joining in – can you help organise?

Tea Break



- 15 minutes to grab a cuppa (and snack???)
- Next session starts promptly at 11.45
- Over tea break, everyone is in random groups

- Think of what you gain by joining in – can you help organise?
- Meet OG members/volunteers
- Catch up with the website
- Swap social media names, follow everyone
- Add comments to our chat
- Start of update your plans



Next session starts promptly at 11.45 please

Streams 3,4



Perspectives: This last year has really brought digital skills, art and wellbeing into a spotlight, and pushed us to accelerate planning from years gone by

- HVAF Website is a common platform with other organisations: Oxford Artweeks, Warwickshire Open Studios, Bucks Art Weeks. Our shared experiences gave us a platform for connection and growth, new website and gallery features, benefits for members
- Open Studios/other events went on-line and at short notice (response to new lockdowns) delivered a winter event to maintain connections both between our artists and between artists/potential customers
- We started Happy Hour on Fridays – an essential lifeline for many
- We were able to move our monthly area meetups and AGM on line
- in repositioning Open Studios, we focussed on connecting artists, supporting them new skills to take advantage of digital markets
- Many joined Instagram and created videos for the first time

Wellbeing – 45 min



From what's possible, delivering Art for wellbeing, events and connections, through to the experience of art practice as a means to wellbeing ...

Presentations and discussions, plus create a round up of discussions, conclusions, recommendations, to bring back to conference

- **Jo Askham** worked for many years as Arts Development Manager in St Albans. She's now semi-retired working as an Arts Consultant with a special interest in Arts and Health.
- **Anna Schofield** is our Dacorum Area Coordinator, bringing Dacorum artists together. A wellbeing/art practitioner, she also runs art and wellbeing courses, workshops and more.

Digital Skills – 45min



From top tips on how to make the most of your social media/ digital skills, through to a practical lived example of one artist who has embraced her new future, learned and successfully delivered on her new digital skills this year.

Presentations and discussions, plus create a round up of discussions, conclusions, recommendations, to bring back to conference.

- **Rosie Scares** is an independent consultant specialising in Facebook and Instagram marketing and advertising. She has delivered amazing results for us since Open Studios this year, and also works for other Open Studios organisations.
- **Mitzie Green** is a painter who says it's never too late to learn new skills and follow your heart. A long-standing HVAF member, Mitzie will talk about her digital journey, including the new on-line skills in the last year of so as a response to the changing environment. She'll be sharing her top tips after Rosie.

Feedback



- 15 minutes to recap both of the groups
- Nominated people from each group to talk ...
 - Digital Skills
 - Sustainability
- Encourage comment into chat
- Think of what you gain by joining in – can you help organise?

HVAF 2021-2022



- More members joining in, meet-ups
- <https://www.hvaf.org.uk/our-events> ... video tour
- Brand strengthening, on-line growth, innovation
- HVAF confirmed events (All rely on enough volunteer organisers)
 - **30th celebration year – recap and review:** what ideas do you have?
 - **January:** Renewals, Conference booking, #BigMakersFair call for artists
 - **Members Conference:** Today Monday 18th January
 - **Big Makers Fair:** Hitchin Town Hall. 20th, 21st March
 - **March 2021:** #BigArtFair and #HertsOpenStudios Calls for Artists
 - **March 31st:** last day for Earlybird renewals
 - **New Maynard Gallery:** #BigArtShowcase as yet not known
 - **Living Crafts Showcase Hatfield:** #LivingCraftsShowcase as yet not known
 - **July: AGM:** We're looking for ideas – what do you think?
 - **Big Art Fair:** Hitchin Town Hall. Hanging/PV Fri 16/7, Art Fair Sat 17/7-Sun 18/7
 - **Open Studios 2020:** dates TBD
 - **Stevenage:** art changeover
 - **Art in Potters Bar:** art changeover
 - **Plus**

#HertsOpenStudios ...



2020 Feedback

- New on-line skills – yes!
- Great support from HVAF
- Thank-you for making me get on-line
- So glad I can now create videos
- I made sales!
- Great community spirit, I'm glad I joined
- And the rest
- Thank you for giving me a focus and purpose again



Opportunities etc.?

- *And now everyone, for 15 minutes:*
 - *Go to breakout groups and just talk amongst yourselves*
- Opportunities, connections, new art forms, experiences
- Thinking about today, what is your vision now?
- What can you offer the opportunities from today?
- What's holding you back?
 - Pool your ideas
 - What's shared/different?
 - Make a summary board
 - Update your own personal vision board
- Volunteers to share stories?



HVAF groups (draft)

- Full list is here: <https://www.hvaf.org.uk/about/organising-group>
- Harpenden area: 3rd Wednesday
 - (*Debbie Knight* harpenden@hvaf.org.uk) in person, was 2pm, Skew Bridge pub, Southdown.
- South West area: 3rd Tuesday
 - (*Gaye Daniels* swherts@hvaf.org.uk) in person 8pm evenings, the Stag Chorleywood
- Barnet: **New Coordinator vacancy – any volunteers?** (barnet@hvaf.org.uk)
- St Albans: **New Coordinator vacancy – any volunteers?** (StAlbans@hvaf.org.uk)
- East Herts: 1st Tuesday 2.30pm
 - (*Linda Gifford* eherts@hvaf.org.uk) Mudlarks café Hertford
- North Herts:
 - (*Sally Taylor* nherts@hvaf.org.uk) Semi-permanent exhibitions plus adhoc meetups
- Welwyn/Hatfield:
 - (*Heather Miller* welhat@hvaf.org.uk)
- Dacorum:
 - (*Anna Schofield* dacorum@hvaf.org.uk) Lots of new things going on
- Textiles group: textiles@hvaf.org.uk very strong, exhibitions, collaborations
- Interest groups: sustainability, art on prescription, AI, what else?

Bringing it together

Prioritising what next

- Do you have a vision board?
- What's your new priority/action list?
- Will you share your story?
- What next with/for HVAF
- 2021/2022

Live a little

Turn up for the party

Hold hands when you cross the road

We're only human, after all





The End

Thank-you

Feed-back by email please admin@hvaf.org.uk

And/or vicechair@hvaf.org.uk

Take your personal vision boards/planners

Add more comment to chat

Safe Journey Home 😊

(Room will stay open for a bit)