

LEAMINGTON
STUDIO Artists

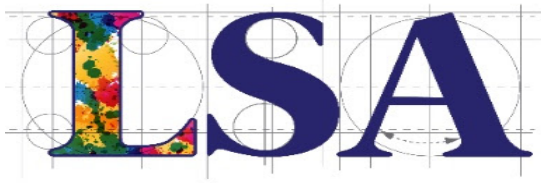
LSA 2019 ANNUAL GENERAL MEETING ANNUAL REPORT

2018 – 2019 in review:

The past 12 months have been an exciting and successful year for LSA. We were able to ensure East Lodge as our ongoing home by signing a new five-year lease with Warwick District Council in January. This stability was enhanced by an increase in the organization and number of Volunteers at East Lodge and filling the four studios at East Lodge for the entire year. Cathy Black filled the voluntary role of East Lodge Manager for the entire year and went far beyond expectations in making valuable contacts for LSA in the community, implementing new systems for East Lodge and regularising processes and procedures in the operations of East Lodge. Similarly, Soolie Burke's success with the Volunteers and with the curatorial aspects of organizing exhibitions at East Lodge was notable. And the volunteers and stewards provided great support and a true sense of community at East Lodge.

We started this twelve months with an increased presence at Art In The Park to celebrate our 20th Anniversary. We had a Celebration marquee highlighting the history of ArtSpace and LSA along with demonstrations by members of various art forms, and a regular marquee at which six members presented and sold their art over the course of the weekend. We and AITP also hosted a special Celebration pre-party on the Thursday evening preceding the Art In The Park weekend. The party included various VIPs from Warwick District Council and Leamington Town Council as well as from the arts community and was held in delightful weather at the Celebration marquee. The party was sponsored by Aspect Consulting and generously supported by the Leamington Wine Company, Spangles Tea Room, and Tesco and included music by Titine La Voix.

This was followed by a number of further opportunities for members to present their art, including on banners in the Pump Room Gardens, ongoing exhibition opportunities at Loft Theatre, the *Response to the Waste Land* exhibition in November, the Volunteer's Exhibition at East Lodge and the exhibition at Temperance Bar in January. East Lodge was fully booked for regular exhibitions throughout the year. In addition, the Annual Open Exhibitions for Paintings and Illustrations, Sculpture and 3D and Photography and Digital Images and the Members' Open Exhibition over the Christmas holidays were all mounted over the course of the year. As envisioned at the 2018 AGM, a new booking process for the gallery at East Lodge was implemented during this year and enabled East Lodge to be shown as fully booked through to December 2019. All artists who applied to exhibit were offered space. Applications are now being taken for exhibition places for January to July 2020. In a new step, a commissions folder was introduced at East Lodge and the monthly newsletter shared commission opportunities following specific commission requests.



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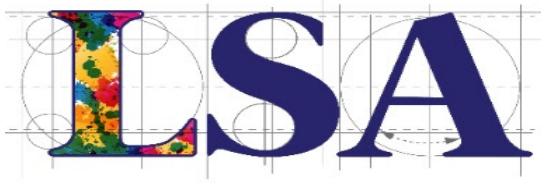
We continued to look for a larger space in which to present a combined Annual Summer Show as well as other shows. While that search has not yet been successful, once it is we will have more room at East Lodge for member exhibitions.

A key objective of the Trustees has been to make LSA and its members' exhibitions more known throughout the Leamington Spa community. As part of that effort, this past year has seen membership in LSA grow to 326, an increase of about 10% over the 2017-2018 year. We've also seen footfall at East Lodge increase by 20% over the past 12 months, an increase of 33% in FaceBook followers to 888, an increase of 17% in Twitter followers to 661 and an amazing 311% increase in Instagram followers to 670.

We have also invigorated the PR/Marketing subcommittee by the addition of new members and focusing on addressing all aspects of LSA rather than just East Lodge. While we have tentatively adopted "Art For All" as a Vision statement for LSA and will test this at the main marquee at Art In The Park in August, a refreshed and more complete marketing strategy for LSA is still under development and will be shared with members by December. In the meantime, though, we continue to have success in our media coverage, with regular inclusion in the *Courier* and with LSA events now listed in the semi-annual What's On Guide published by Warwickshire District Council. We have also developed a six-monthly trifold program of East Lodge events that is distributed to the tourist information office, local cafes and other outlets.

We have also continued our contacts with the arts initiatives in Leamington, including the arts management team at Warwick District Council, the Leamington Society projects at Pump Room Gardens and prospectively at the rail station, the Creative Quarter consultation process and the BOP Creative Economy mapping for Warwick District. We were pleased that the proposed boundaries for the Creative Quarter were expanded to include East Lodge and the sculpture trail within Jephson Gardens.

As a charity with a primary objective of supporting artists and promoting art to inspire our local community, we believe that all the above activities contribute to that objective. The exhibition by students at Clapham Terrace Primary School was a particularly noteworthy example of this, as was the *Response to The Waste Land* exhibition organized by Karen Parker. Looking ahead, there will be a new Young Artists Competition with finalists presented in LSA's main marquee at Art In The Park, demonstrations of art by LSA members at the main marquee at Art In The Park and a Winter 2020 exhibition at East Lodge by students from North Leamington School.



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Notable personnel changes:

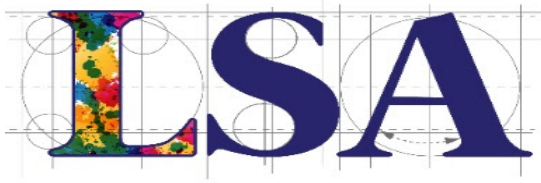
Cathy Black: Back in June 2018, Cathy Black joined us as East Lodge Manager. She committed to 12 months and has worked tirelessly in that time to turn East Lodge from a surviving into a thriving centre of art and creativity, giving far more time and energy to LSA than was ever expected. She has been a marvellous advocate for LSA and has used her knowledge and skills to excellent effect supporting the community. We are very sorry to lose her, but the world of paid employment beckons. She is continuing as a member, so we hope to see her regularly in the future. I'm sure you will join all the Trustees in thanking Cathy and wishing her all the very best for the future.

Malcolm Waterhouse: Malcolm has been in charge of Production for *ArtSpace* for several years, a position vital to the quality of the journal as seen by LSA members, other arts organisations throughout the country and the broader public. Malcolm has been Managing Director of Magenta Advertising and has brought Magenta as a corporate sponsor for *ArtSpace*. Retirement beckons, however, and Malcolm has announced his resignation from the *ArtSpace* committee. He has offered to provide advice and consultation to Matthew Macauley, the new production person for *ArtSpace*, an offer gratefully accepted. We thank Malcolm for all his contributions to *ArtSpace* and LSA and wish him well for the future.

Clive Richards: Clive has been Art Director for *ArtSpace* for several years, making choices and providing advice on the final look and feel of each publication of *ArtSpace*. Again, as with Malcolm Waterhouse's work, Clive's contribution has been vital to the quality and artistic integrity of *ArtSpace*. Although resigning as Art Director for *ArtSpace*, Clive has been instrumental in identifying Matthew Macauley as the new production director and art director for *ArtSpace*, and has assured the *ArtSpace* committee and the Trustees of his continuing availability to advise on artistic decisions related to *ArtSpace*. Again, we thank Clive for his work with *ArtSpace* and wish him all the best for the future.

Tony Cartwright: Tony has been Trustee and Treasurer of LSA for quite some time and has expressed his wish to step down as Treasurer in favour of a fresh set of eyes and ideas for this position. As members have seen in the monthly newsletter, the Trustees are looking for a member to replace Tony as Treasurer. Until that position is taken, however, Tony has very kindly offered to continue fulfilling that function, an offer which the Trustees have wholeheartedly accepted.

***ArtSpace* team:** Matthew McCauley, Coventry PhD student, has taken on production immediately and will work closely with Malcolm Waterhouse and Clive Richards in



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producing ArtSpace 51 in July. Charlie Colville and Tatty Culley, art students at Warwick University, will replace Lucy Ovanesyan as Editor for *ArtSpace* as Lucy pursues her studies in art at the Courtauld Institute this autumn. We thank Lucy for her work on *ArtSpace* over the past two years and wish her continued success at the Courtauld Institute.

Looking ahead to 2019 - 2020:

As in the year just ended, we are looking forward to another exciting display by LSA members at Art In The Park. We will again have a main marquee that includes demonstrations of art, this year by Roger Chamley – oils, Jacqui Smithson - wet felting, Tony Dobson - Encaustic art and Ian Antony-Paul – acrylics. There will also be a second marquee housing six LSA artists (Helen Brookes, Jane Archer, Jenny Chan, Silvena Toncheva, Charanjit Uppal and Ben Cowan). East Lodge will, of course, be open as usual and will be hosting an exhibition of members' work with Water as the theme. We will also have an LSA/AITP pre-party in the early evening of August 1st sponsored by Aspect Consultants to which all LSA members are invited. And, as previously mentioned, the main marquee will also include the finalists in the Young Artists competition that is new for LSA this year.

We have made East Lodge available for hire on Mondays and Tuesdays and on summer evenings. This will increase awareness of East Lodge as a gallery and hub of artistic activities. It will also increase the possibilities for presenting tutorial art education sessions for members wanting to improve. Virginia Murphy has taken advantage of this by offering workshop sessions on wet felting and needle felting, and we have received inquiries about presenting sessions on artists using social media and using photography to make good images of art works.

As noted earlier, East Lodge exhibitions are fully committed through the end of 2019 and we will start the process for filling exhibitions for 2020 in the near future. We will continue to explore venues that could once again house a combined annual Summer Show and open East Lodge up for more exhibitions by members.

We will also continue to engage with other arts organisations in Leamington and the surrounding area and add to and refine our overall online and print marketing activities in support of our artists and in seeking to inspire the community.