



Open Call for Expressions of Interest – Freelance Marketing Consultant(s) for Wysing Arts Centre



Wysing Grange Farmhouse

Wysing Arts Centre, like many cultural venues, is looking to re-open in summer 2021 following a period of intermittent closures caused by Covid-19. We want to invite expressions of interest from freelance marketing and development consultants to provide all or one of the following:

- 1) **Marketing** - A marketing plan to support our safe re-opening, promoting upcoming events and activities being held at Wysing Arts Centre to re-engage national audiences, as well as attract local audiences (within 30 min drive time) to participate. 4 days of work available.
- 2) **Space hire and income development** - Local market research about Wysing's space hire offer, advice on pricing, package options and a marketing plan for our space hires. Up to 10 days of work available.



- 3) Both of these areas of work should ensure that our marketing materials and plans consider accessibility for our audiences.

Background

Wysing Arts Centre is a pioneering workplace for artists. Established in 1989, Wysing's 11 acre site in rural Cambridgeshire encompasses artist studios, a large gallery, a music recording studio, educational and project spaces, onsite accommodation, ceramics facilities, and outdoor space with sculpture.

Through its innovative work, Wysing influences the development of the visual arts sector in the UK and beyond. As a respected and well-connected institution operating outside the usual gallery system and urban context, Wysing is uniquely positioned to develop programmes that provide opportunities for the exchange of knowledge and ideas, and which reflect on the role of art, artists, and arts organisations in society; acting as a testing ground for new ideas.

Wysing is funded by Arts Council England through their National Portfolio and is a member of a number of national networks, including the Plus Tate network.

Site re-opening

As we re-open following the Covid-19 lockdowns, we want to encourage new audiences to engage with Wysing, as well as the return of our usual audience. Our public events over the summer include:

- A programme of adult education art courses, run by our studio artists
- An exhibition 10 July to 22 August in the main gallery and Amphis, including participatory workshops in July
- Caroline Wendling Site Walk Audio Commission

Income development - Current Space Hire Options

Wysing offers a range of current space hires:

- Accommodation – Grade 2 listed farmhouse for overnight stays for up to 10 people
- Accommodation – live/work studio suitable for self-funded artist residencies/creative industry worker stays
- Window Room – indoor café style area with attached kitchen, suitable for workshops and small corporate conference days



- Open Studio – indoor meeting room with projector, screen and speakers set up. Suitable for small conference meetings, workshops and panel discussions. Also suitable for small scale artistic production space.
- Reception/Gallery/Courtyards – spaces suitable for informal parties
- Recording studio – small music/sound production studio
- Ceramic studio – small ceramic studio with wheels and kiln
- Amphis – a unique small event space
- An anagama kiln – one of a small number in the UK
- Wedding offer – we think Wysing suits a DIY/Festival style wedding venue and offer the site on a dry hire basis during one summer month a year (next planned for July 2022)

For further detail on our current space hire offer, please see our website:

http://www.wysingartscentre.org/about/space_hire

Weddings:

http://www.wysingartscentre.org/images/uploads/PDFs/Wysing_Wedding_Guide.pdf

PDF of spaces and current charges:

[http://www.wysingartscentre.org/images/uploads/PDFs/Wysing_Space_Hire_Information_\(June_2020\).pdf](http://www.wysingartscentre.org/images/uploads/PDFs/Wysing_Space_Hire_Information_(June_2020).pdf)

About the Recording Studio:

http://www.wysingartscentre.org/opportunities/wysing_polyphonic_studio

Constraints

As a National Portfolio Organisation for the Arts Council, Wysing prioritises the support and development of artists. This means that site facilities are prioritised for artists' use, for residencies, production space and through our public programme of exhibitions and events. We therefore need to fit our capacity for space hire around our programme of supporting artists. This can mean late changes to facility availability and a limited capacity for booking ahead of time.

Opportunities

Wysing's 11 acre site is very unique, with site sculptures, unusual buildings and plenty of outdoor space. We'd like to optimise our use of the site and think there are some opportunities we could explore to increase the income we're able to make through site hire.



We have 20 artist studios on site, and the potential for offering bespoke away days for corporate teams that include creative activities. Subject to some market research, we think there is the potential for:

- An offer of guided site tours
- An offer of a campsite in summer
- An offer of corporate hire packages including creative workshops with our studio artists

In addition, we think we could look at ways to better market some unique features of Wysing:

- Our recording studio, with on-site accommodation
- Our ceramic studio and Anagama kiln
- Our wedding venue offer



Entrance and Reception



Stableblock, reception and main studio building

Accessibility

As part of our hosting and welcoming new and returning audiences, we want to ensure that accessibility is considered within our marketing information. For example, we want to develop sensory maps and site videos to help diverse audiences feel oriented before they visit.

Process

We now invite expressions of interest from marketing and development consultants interested in responding to the information in this brief. Please send us a short statement explaining why you want to work with us, your approach to the opportunities and constraints mentioned, and enclose a CV. The deadline for expressions of interest is midnight on 12 May 2021.

Email: kath.wood@wysingartscentre.org



Wysing Polyphonic Studio



Wysing Window Room

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