



Policy Document

1863 Local Art Display Policy

Adopted: Policy, Governance & Finance Committee Minute no:

Review Date:

1. General

This policy is to establish a simple and accessible framework for the display of local artwork within the café. The initiative aims to:

- Support and promote local artists, including emerging and young artists
- Enhance the café environment for visitors
- Provide a fair and manageable system for staff to administer

This scheme will operate in a straightforward manner to ensure ease of management and equitable access. “Local” is defined as artists

2. Principles

The Café Artwork Display Scheme will operate under the following principles:

- **Accessibility:** Opportunities will be open to local artists, with encouragement for emerging and young artists.
- **Fair Rotation:** Display periods will be limited to **6 weeks** to prevent any single artist from dominating the space.
- **Simplicity:** Application, selection, installation, and sales arrangements will be kept straightforward to minimise administrative burden.
- **Transparency:** Selection criteria and commission arrangements will be clear and openly communicated.

3. Eligibility

- Artists must be living, working, or with a demonstrable connection to Witney or immediate surrounding area.
- Both established and emerging artists may apply.
- Priority may be given to first-time artists, young artists, or those who have not recently displayed work in the café.

The Council reserves the right to decline applications that are not suitable for a public café setting.

4. Display Arrangements

- Artwork will be displayed only in the designated wall space within the café.
- The standard display period will be 6 weeks.
- Artists are responsible for providing work that is ready to hang, clearly labelled, and compliant with any health and safety requirements.
- Officers will determine the number of pieces permitted per exhibition to ensure balanced use of space.

DRAFT

- The Council reserves the right to remove artwork or cancel exhibitions where the terms of this policy are not adhered to.

5. Sales and Commission

- No fee will be charged to artists for displaying their work.
- If Artists would like their artwork to be available for sale, they should outline the price on their application and provide contact details to WTC.
- Artists will be able to enquire about purchasing artwork and will be provided with contact information for the artist.
- Where artwork is sold during the exhibition period, artists will be asked to offer an honest 10% commission to the Council.
- VAT at 20% VAT will be added to the commission amount.

The commission income will contribute to supporting the continuation of the scheme and related community initiatives.

6. Application and Selection Process

- Artists must complete a simple application form and provide images of their work they wish to be displayed.
- Officers will assess applications against eligibility criteria, suitability for the space, and rotation considerations.
- Decisions will be made to ensure fairness, variety, and broad representation of local talent.

Where demand exceeds capacity, a waiting list will be maintained and reviewed regularly to ensure fair access and a reduction of the display duration will be considered.

7. Responsibilities

Artists

- Deliver and collect artwork at agreed times
- Ensure work is appropriately insured
- Provide accurate pricing and contact information
- Comply with agreed display dates

Council

- Allocate display periods
- Maintain a simple record of artists and sales
- Provide reasonable care of the artwork while on display

8. Security

- The display area is within view of the cafes CCTV system
- WTC is NOT responsible for theft or damage caused by members of the public.

9. Review

This policy will be reviewed after 6 months and every 12 months thereafter to ensure it remains effective, accessible, and manageable for staff.

DRAFT

For any further information, please contact the Witney Town Council Communities Department on info@witney-tc.gov.uk

All completed applications with supporting information should be returned to the above email address for the information of the Responsible Financial Officer.