Exhibition Proposal Form

Please complete this form detailing your proposal below. Your proposal will then be evaluated alongside our exhibitions and events calendar and strategy; we may approach you for further information or suggest an alternative proposal – we may also decline your proposal in its entirety. If we have previously worked with you, this experience will also be considered alongside your proposal. Please return to matthew@leachpottery.com

| Exhibition Title: |
| Dates (From & To): |
| Selling or Interpretation Exhibition: |
| Main Contact Name: |
| Telephone: |
| Email: |

Summary (250 words maximum):

What do you want to achieve from this activity?

How does this support our Aims and Objectives?
Assessment of the proposal will be based on the following criteria:

- Likely impact on sales (for selling exhibitions)
- Likely impact on visitor numbers to the Leach Pottery and website
- The strength, novelty, and clarity of the narrative
- The main selling points
- The potential/strength for/of partnership working
- Cost vs Impact
- Fundraising potential
- Risks
- Fit with Leach legacy
- Fit with broader programme, Business Plans, Audience Development plan and current resource pressures.

Please Note
Although we aim to work with external parties where possible, proposals have to fit into the wider context of our Plans. In some cases, there may be very strong worthwhile proposals that we are not able to fit into our current activity. Please do not be disheartened if we are not able to take them up - we are not able to do everything everyone asks of us even if they are a good idea.

We are a charity that has to generate over 90% of our funding ourselves through on-site activity. Not all activity generates a profit, but those that do are used to support areas of our activity that do not (such as conservation of the historical site and collections, working with the community, vulnerable adults and young people etc) All on-site activity has to be carefully considered to make sure it fits our charitable aims, our current plans, and that we can provide enough time to ensure it runs smoothly.

Our Aims

To Support Studio Pottery in the UK by;
1. Developing a thriving studio pottery community & developing international links
2. Inspiring people of all ages and backgrounds to get involved in pottery
3. Providing training and opportunities to experience clay through throwing, handbuilding and studio production
4. Showcasing the wellbeing benefits of working in clay
5. Valuing the handmade.

Our Objectives

I. Developing a thriving studio pottery community & developing international links (ACE\(^1\) 1, 3)
   i) To use our position as the one of the birthplaces of British Studio ceramics to advocate for better support for studio pottery in the UK
   ii) To support makers by promoting them in; exhibitions, our shop and online as well as creating opportunities for dealers, critics and curators to see their work
   iii) To promote the ethos and traditions of the Leach Pottery whilst re-evaluating this history for the modern studio potter
   iv) To create a resilient Leach Pottery that stands on its own two feet and makes a positive contribution to studio pottery in the UK
   v) To encourage international exchange through residencies and working in partnerships.

\(^1\) ACE: Arts Council England
Inspiring people of all ages and backgrounds to get involved in pottery (ACE 1, 2 & 5)

i) To create relevant, accessible and creative programmes and exhibitions to involve a wide range of audiences. Increasing participation onsite from 16,334 in 2016-17 to 20,000 in 2021-22

ii) To focus on providing the people of St Ives with a community asset they love and feel is relevant and valuable (and increasing engagement from 5% to 15% by 2020)

iii) To develop relevant interpretation for the museum to explain the context, significance and importance of the Leach Pottery in the UK and internationally by 2020

iv) To maintain and preserve the site whilst maintaining it as a working site in a sustainable way.

2. Providing training and opportunities to experience clay through; throwing, handbuilding and studio production (ACE 1, 2, & 5)

i) To develop a high quality programme of courses & masterclasses from introductory to advanced levels, based around highly skilled tutors and the Leach aesthetic

ii) To provide a schools programme linked to Arts Award providing bespoke opportunities for local, national and international schools

iii) To use our studio to provide volunteering and apprenticeship opportunities which provide high quality practical training in studio production

iv) To contribute to the national and international dialogue on studio ceramics by developing a conference in 2020 as part of our Centenary and creating new publications.

3. Showcasing the wellbeing benefits of working in clay (ACE 1, 2, 3 & 5)

i) To work with partners to develop local community based programmes that support wellbeing through clay

ii) To use these local examples to advocate the benefits on a more national scale.

4. Valuing the handmade (ACE 1, 2, & 5)

i) To help people understand the skills, creativity, heritage and passion that goes into something handmade

ii) To promote values of minimal impact, long life high quality products that connect the maker and the user

iii) To develop our site and activities to reduce waste and the environmental impacts of production.

Thank you for taking the time to complete this form.

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2 This supports ACE Goal 2 outcomes
3 This supports ACE Goal 2 outcomes
4 This supports ACE Goal 2 outcomes