



Marketing Policy

This document can be made available in standard and large size print and on tape

1. Marketing Strategy

Falmouth Art Gallery is a partner of CAM, Cornwall Cultural Marketing (part financed by the European Union Objective One). We support ERCO (European Regions of Culture Campaign Organisation)

The gallery has received professional marketing advice on key projects and exhibitions. It will continue to seek and work with partners to maximise marketing.

2. Advertising and editorial

As funding allows the gallery advertises in key Cornish arts literature including *Cornwall Arts*, *Inside Cornwall*, *Cornwall Today*, *Open Studios*, *This is Falmouth*, *Primary Times*, *Blackbird Pie*. It negotiates discounts and best values by pre booking its annual programme.

The gallery has considerable success publicising its activities through press releases and high quality digital images, which it places both locally and nationally. Local support is regularly received through West Country Publications and Packet Newspapers Ltd. For example the *Family Falmouth* exhibition received a media reach of 2,293,678, and this figure was well exceeded by *The Surrealists on Holiday* project which reached 4,373,652. The gallery continues to monitor its media penetration on key projects.

3. TV and radio

Press releases and images are sent to BBC TV South West, Carlton TV, BBC Radio Cornwall, Pirate FM Radio and Apex News Agency. The gallery has enjoyed considerable coverage in partnership with these organisations, as well as attracting much national coverage.

4. Posters and exhibition leaflets

The gallery produces more than 20,000 high quality exhibition leaflets and over 2,800 posters which it distributes at other relevant Cornish arts venues, educational establishments, Tourist Information Centres, Libraries, museums and heritage sites, hotels and guest houses and with tourist organisations. It employs Arts Round Cornwall as a key distributor, and emphasis is concentrated on referrals from the new National Maritime Museum Cornwall, Pendennis Castle, The Poly, Princess Pavilion, the Eden Project, Tate St Ives, Royal Cornwall Museum Truro, the Hall for Cornwall, Penlee House Museum & Art Gallery and Newlyn Art Gallery.

5. Banners, Flags and building signing

Falmouth Art Gallery is situated, with the library, in a key position in the town overlooking the piazza on the Moor.

One of the best marketing outlays is spent on banners and flags to drape the building and advertise the current exhibitions. This is seen as a priority.

6. Website

The art gallery runs its own website on www.falmouthartgallery.com and also enjoys portals to a number of other complimentary websites.

7. Educational and group visits

The gallery welcomes as part of its lifelong learning programme community groups ranging from baby and toddler sessions to the elderly and infirm. This not only has a learning and educational function, but is also key to marketing the art gallery ensuring that the gallery reaches all the community of Falmouth, who recommend it to friends and visitors. On low budgets free recommendations achieved through quality of service is our best marketing tool.

Through award winning projects we have already built strong links with local community partners including Age Concern, Surestart, Local Schools and Colleges, University College Falmouth, The Combined University in Cornwall, U3A, Falmouth Youth Club, Home Educators, Earls Retreat, Early Years Development and Childcare Partnership, Educational Providers in Cornwall, and Adult Learning.

8. Mailshots

The gallery has developed on Access 2000 a large data base to inform interested parties and regular visitors of all forthcoming events, exhibitions and workshops. It is a priority to keep this database updated and accurate within the confines of the Data Protection and Freedom of Information Acts. We also use the expertise and marketing systems of partners such as University College Falmouth as well as of sponsors, e.g. TMS Financial Solutions and Mike Truscott of Westcountry PR Services.

9. Access

Where possible marketing materials can be made in standard and large size print and on tape free of charge.

10. Databases

The gallery aims to improve its marketing database to hold details of all relevant publications and marketing contacts. This database can then be used to create mailing lists appropriate to each exhibition.

This policy was passed by Falmouth Town Council on 4th February 2008