COTSWOLD SCULPTORS

Marketing report 2025

For AGM Feb 2026 – by Jenny Baddeley



Darren Rumley

Marketing report 2025

Covers all the marketing we did for 3x exhibitions last year:

- Miserden
- Hub exhibition at Jenner's House, Berkeley
- Brimscombe Mill

Other activity undertaken by JB as a committee member but not included here:

- Setting up Whatsapp community
- Social activity outside of exhibitions
- Creating, sending and analysing the exhibition survey

Rebranding work alongside Jan and Ange

And, Ange will talk about the website and Jan, the newsletter

Miserden 2025 marketing activity

- Smaller brochure – distributed beforehand via bike drop
- Tightened press schedule
- Repeated SoGlos online package
- Digital ads trial
- Strong PR including BBC radio
- Social posts
- Posters
- All local listings sites (except paid)
- AA signage
- Worked with Miserden on online content and for their e-newletter



Zoe Woolley

Brochure

- Distributed BEFORE as well as AT exhibition
- Reduced size 148 sq
  - More pocketable
  - More displayable at venues around Stroud
  - Cheaper
- Included Miserden info
  - so that Little Ginger were able to gave our brochure out with tickets, rather than Miserden's



Paid press – 50% funded by Miserden

Maintained core titles of Cotswold Life, Gardens Illustrated, Good on Paper
Tracking via offer codes - results limited because could only be used for online ticketing: only 13% of visitors

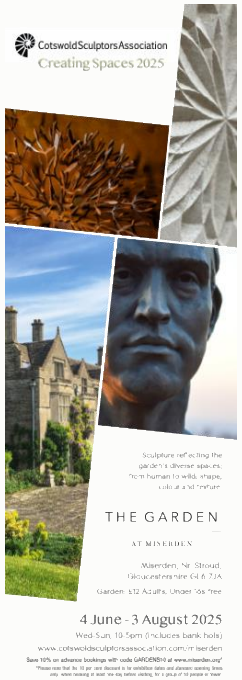
Cotswold Life
May and June ½ p (£850 ex VAT)





Good on Paper
June and July ½ p (300 ex VAT)

Gardens Illustrated *May and June ½ and ¼ page (£900 ex VAT)*

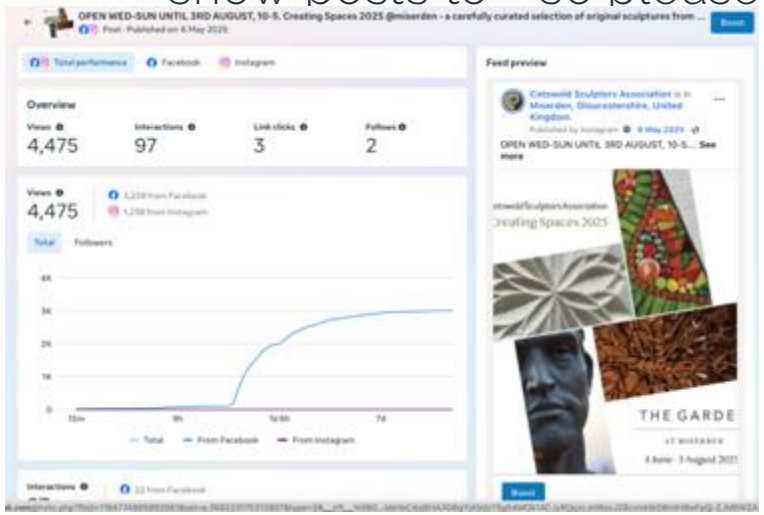


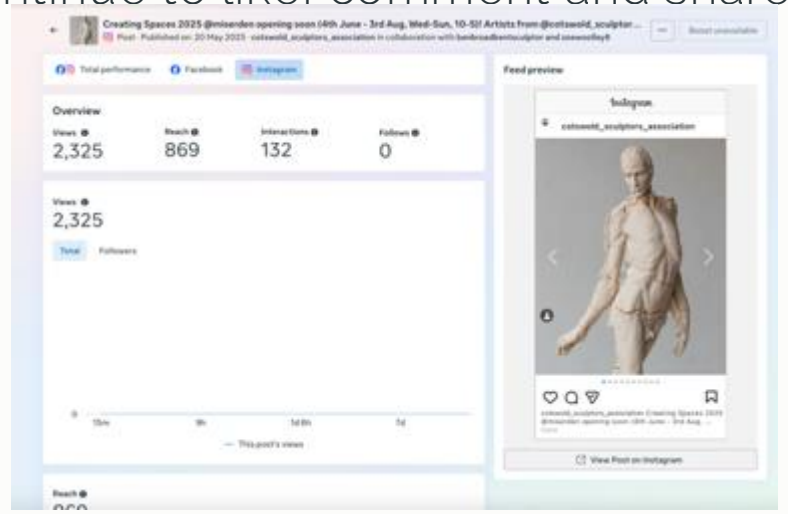


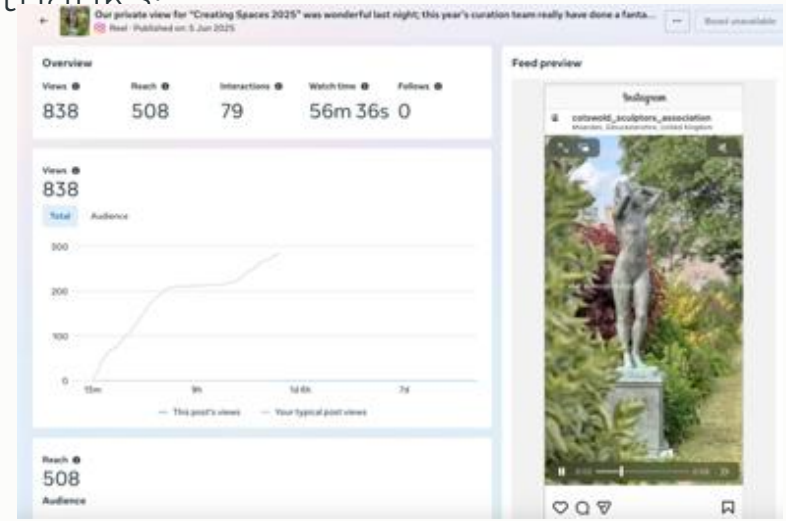
Social – reviewing posts from Apr-Aug

- Mix of posts, drumming up interest, giving updates, showing work and reporting on events
- The carousel posts featuring all the artists tended to do well
- As did videos, PV posts and those showing behind the scenes

Note: when artists interact and reshare, it has a big impact on how many people META then show posts to - so please continue to like, comment and share – thanks!







Special thanks to Gina

Gina donated this sculpture as a prize to encourage social interaction

We publicised this on an A board, in the brochure and on socials and PR

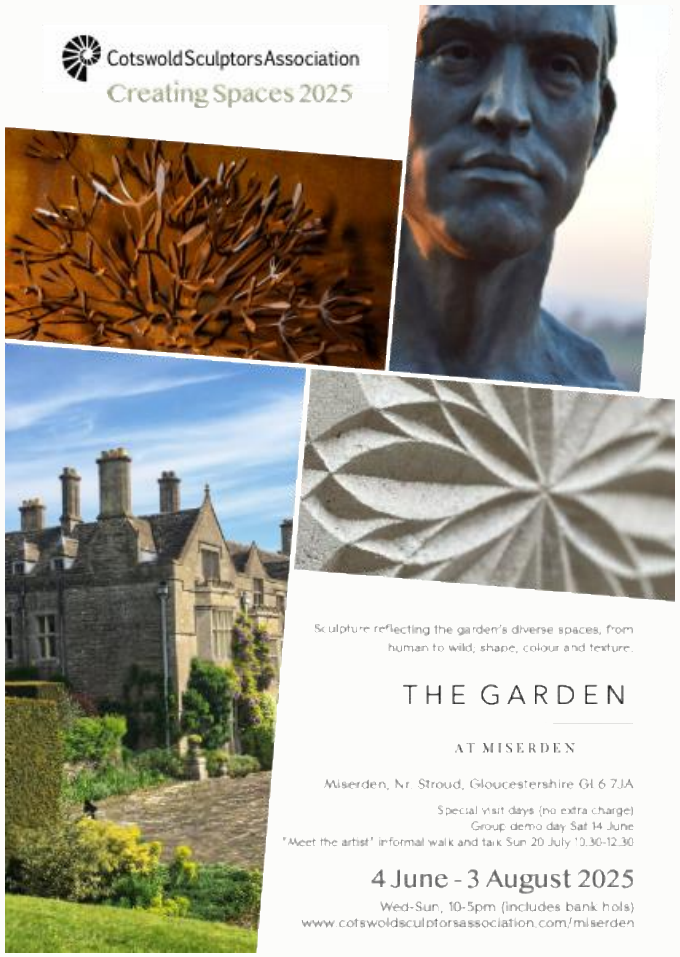
- As a result, lots of lovely images and vids were shared with friends of visitors; increasing our reach - and even the "winner" post did well, with over 700 views







Poster


Cotswold Sculptors Association
Creating Spaces 2025
Sculpture reflecting the garden's diverse spaces, from human to wild, shape, colour and texture.
THE GARDEN
AT MISERDEN
Miserden, Nr. Stroud, Gloucestershire GL6 7JA
Special visit days (no extra charge)
Group demo day Sat 14 June
'Meet the artist' informal walk and talk Sun 20 July 10.30-12.30
4 June - 3 August 2025
Wed-Sun, 10-5pm (includes bank hols)
www.cotswoldsculptorsassociation.com/miserden

So Glos advertorial

- £500 package for advertorial and a few social ads
- Plus additional £310 worth of digital banners (run of Google via So Glos Media)
- We pretty much supply copy and images – they just tweak into their style
- Reasonable results
  - On site – 1507 unique views
  - From Social – 6,600 reach and 831 engagements
  - Overall reach of 8,107
  - A handful of codes used to buy online via Miserden site (only @13% of all tickets were bought online)

So Glos advertorial https://www.soglos.com/event/culture/250-sculptures-on-show-as-exhibition-takes-over-gloucestershire-estate-gardens-this-summer/23167/



Digital ads trial - ”supersize digital package” across July £310



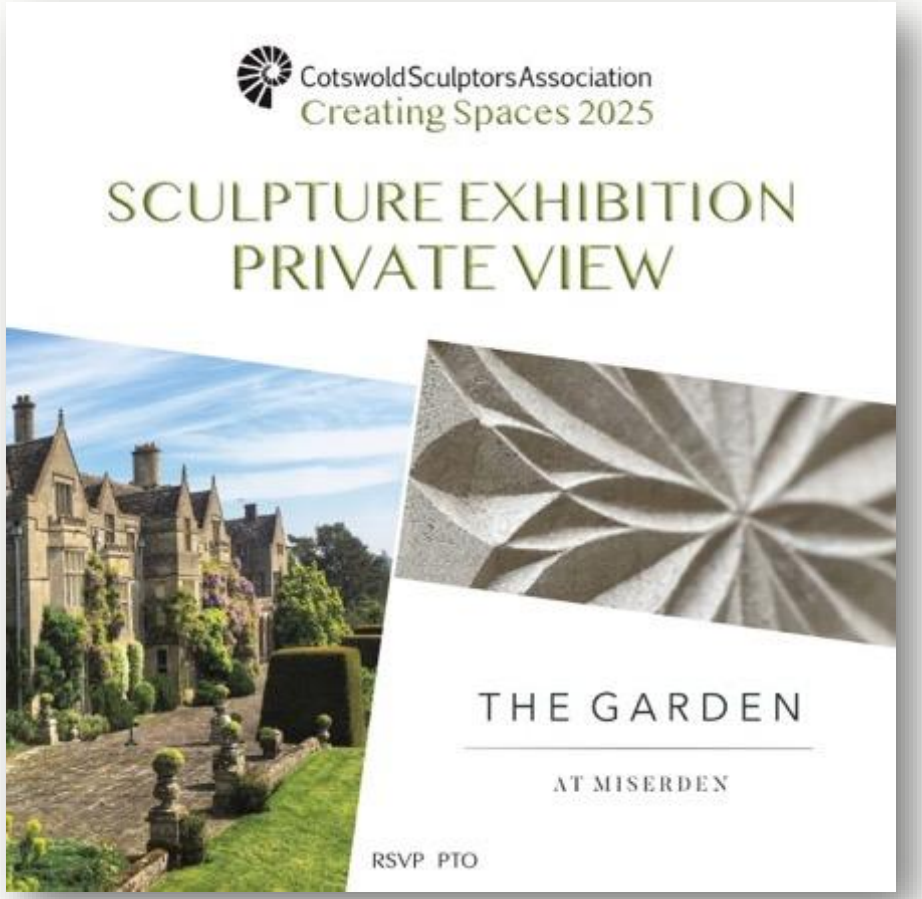




Results were negligible – but NB this is a very low spend for a short period and it normally takes a while to see impact.

Would be ideal to test again, but this time placing ads directly ourselves (or via Miserden) via Google; we will need to change the technical spec of the website to do this. TBC.

PV INVITE



"Amazing things happen when we eat together"

What if everyone in our community had access to great food and people to eat it with?

Dinner available 6–8pm, last orders for bar 10.30pm
No need to book for food, but to help us to plan numbers, please indicate on your RSVP if you think you'd like to eat.

As part of our celebration evening together, our hosts **The Long Table** will be serving a delicious pay-as-you-can dinner. This means there's no set price – everyone is welcome to enjoy a meal, and you simply contribute what feels right for you.

The Long Table believe great food should be accessible to everyone, regardless of means. It's not about charity – it's about dignity, equality, and a community supporting neighbours.

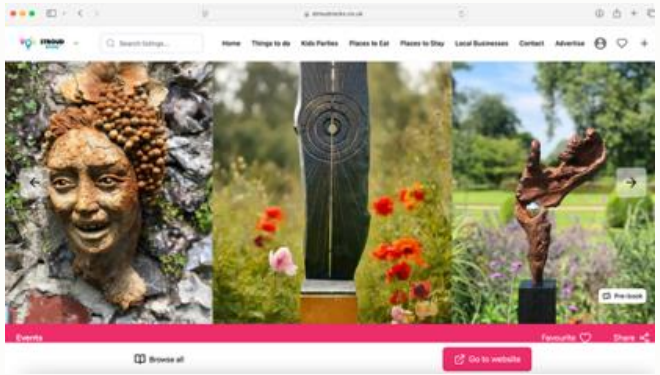
So if you are able, please join us for a meal beforehand. It's a great way to share food and support a fantastic project.

THE LONG TABLE

Egs of PR and listings – via relationships , sending press release and applying on lots of online platforms





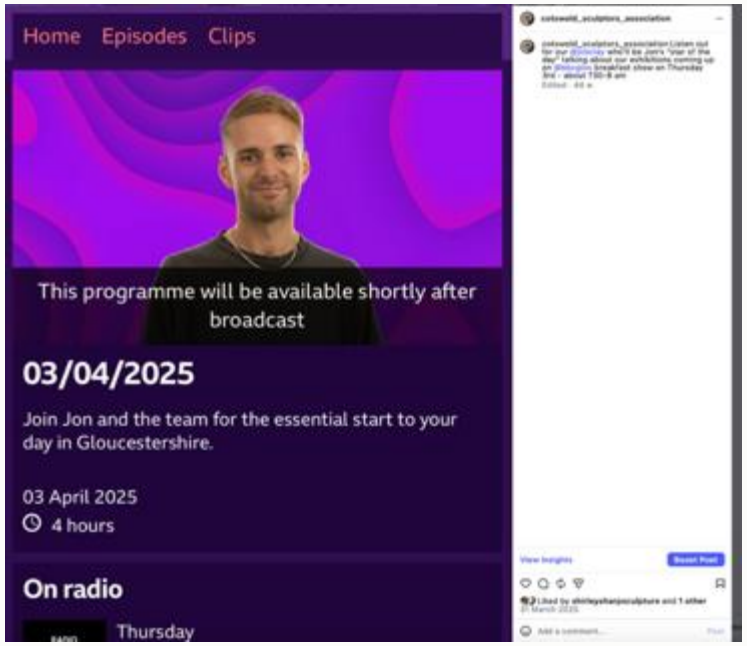




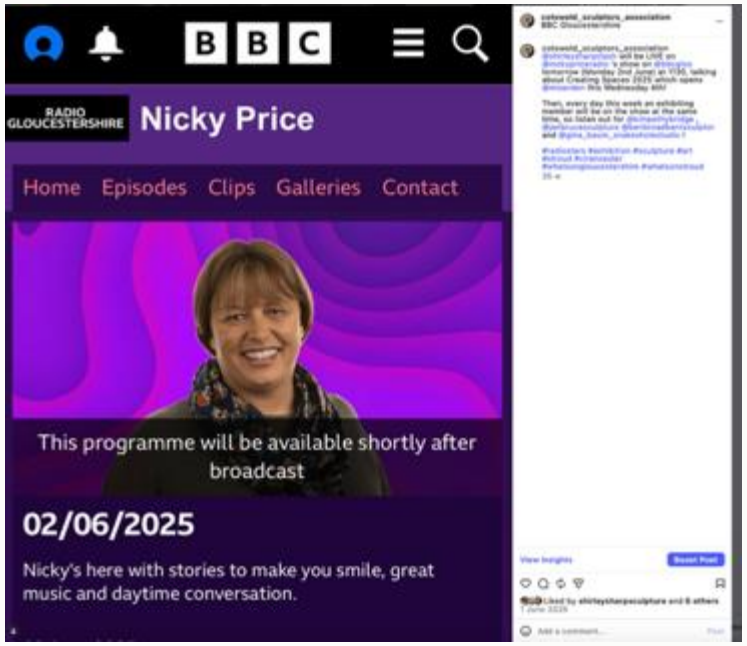




BBC Radio Glos



Guest hosted



X 5 morning shows in our opening week – different artists

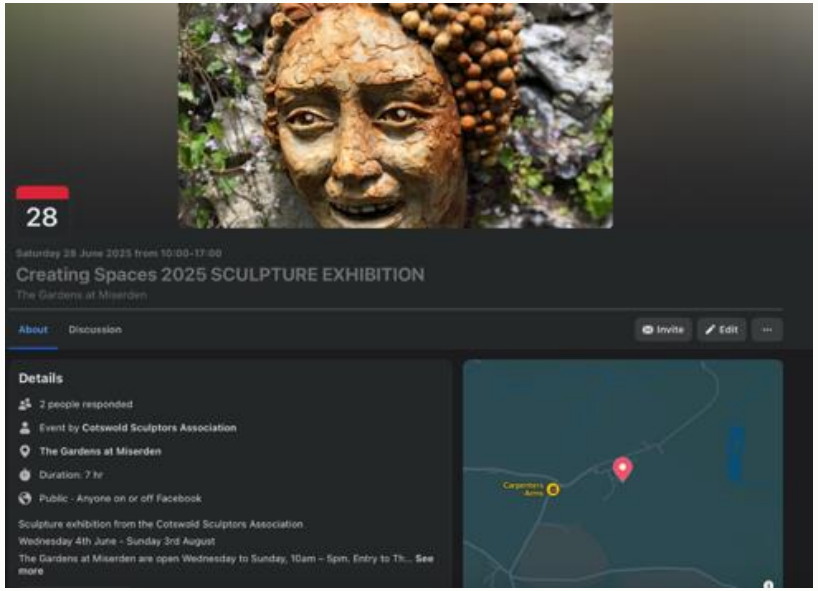


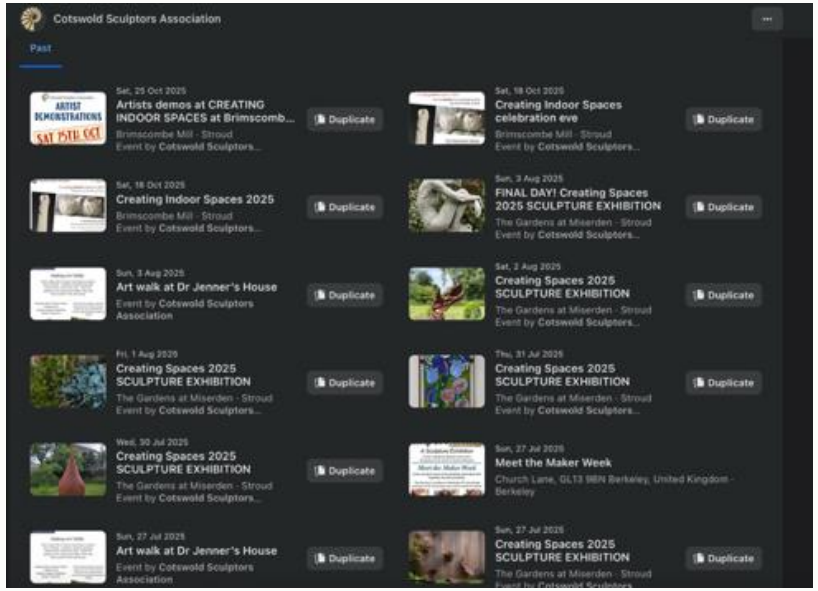
Short interview

Facebook event listings

Created for every day of each exhibition (using different images on different days) and including special events such as talks where relevant.

- Helpful for visibility on META
- Please look out for these in future and RSVP/share some to help visibility





Miserden plan for 2026 - to repeat plan

Advertising	Brochure	Brochure to be distributed before exhibition as marketing piece	Will pursue similar social and PR
• Expecting to continue with very similar media buys to last year • Expecting to get ½ funding from Miserden again	• Following feedback, expecting to keep 148mm size • Cost is still a challenge • Plan is to give less space per artist this year – if there is consensus about this – significant cost saving • And distribute in advance via bike drop again if we can	• This will replace both the DL leaflets and postcards from last year • Requirement for exhibitors to distribute • Plus hubs to organise distribution in local areas	• Hope to get coverage in major titles • Continue relationship with BBC radio • Local listings • Social –will repeat carousel posts featuring artists – these did well • Would love more videos of artists making work to reshare • Facebook events and posts (please share to your own relevant groups and pages)

Hub exhibition at Dr Jenners House

- Hub team produced own brochure and leaflets
- V successful Private View, with area MP (Dr Opher) as speaker
- Supported with social, PR and listings

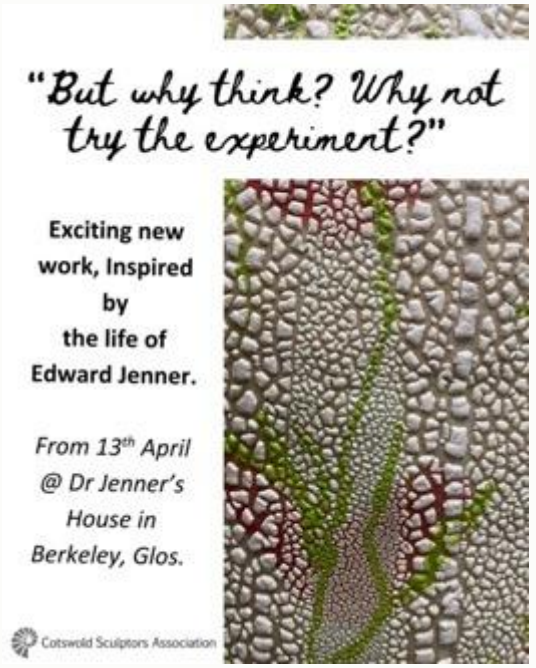


Promo materials created by the team









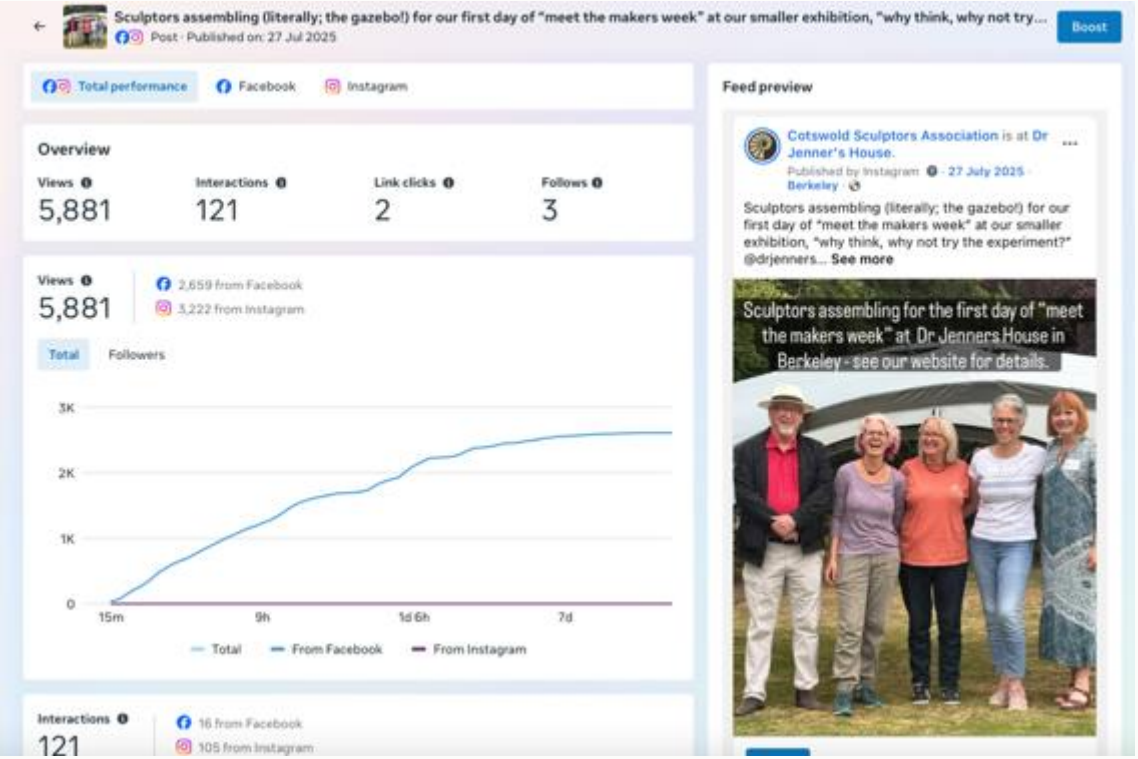
Private view eve

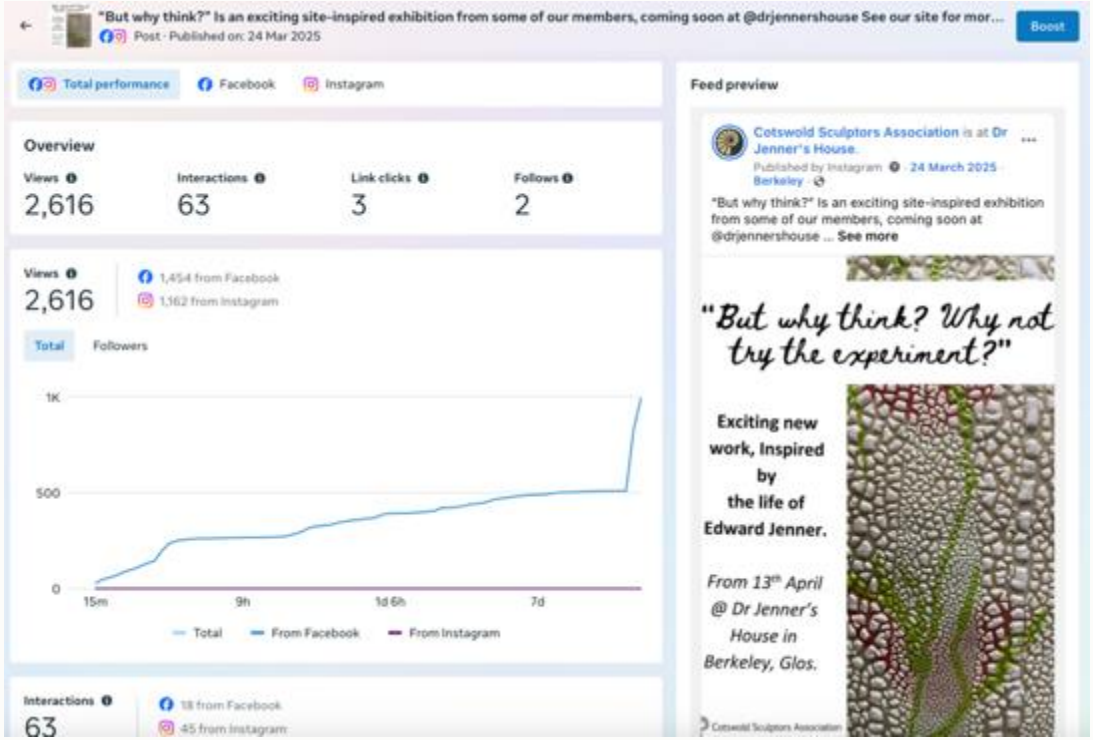




Social posts did very well

Two of the association's best performing last year





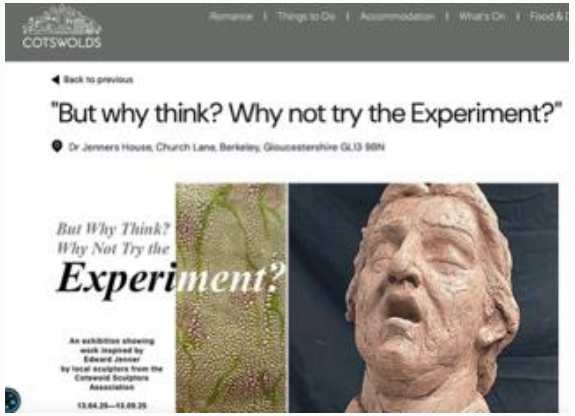
Examples of PR and listings











Brimscombe exhibition

- No brochure – shorter exhibition
- Instead focused on partnership with Autumn Arts Trail – coverage in their brochure
- Advertised in Miserden brochure
- Leaflets
- Press (and PR) in Good on Paper
- Great social reach
- Strong PR coverage – especially local press
- Social posts
- All local listings sites (except paid)
- Worked closely with The Long Table – posters, site content, emails and listings

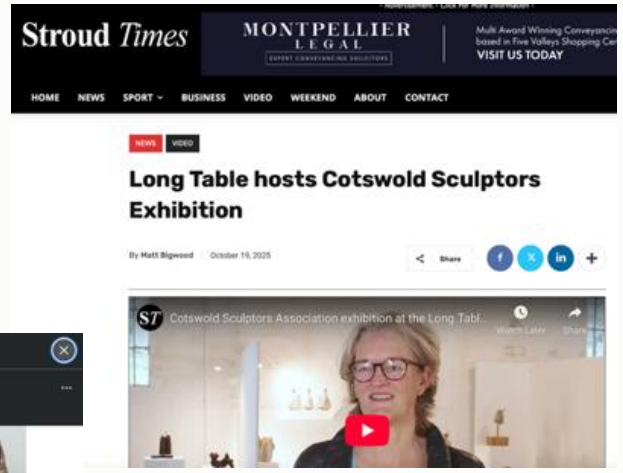


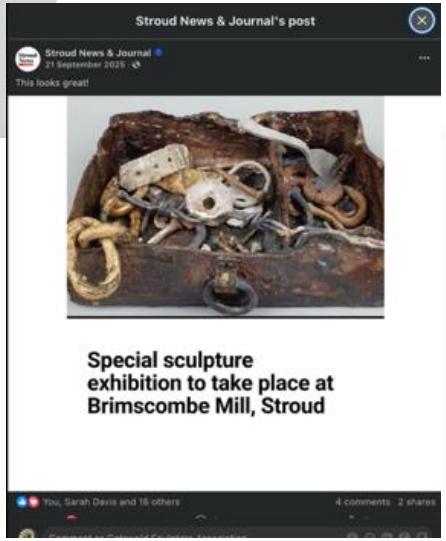
Ad for Good on Paper



Examples of local PR and listings











+ Posted to local Facebook groups

Social ads provided for artists' use







PV invite and poster





Social Examples of the highest performing posts

