



## Own Art Application Form

Before completing your application please ensure that you have read through the **Guidelines and Criteria** and **Scheme Rules** for membership of Own Art.

### PART 1: DETAILS OF YOUR BUSINESS

**Name of Company/Organisation:**

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**Registered Trading Name(s) (if different):**

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**Registered address:**

<b>Town:</b>	<b>Postcode:</b>

**Telephone Number:**

**Fax Number:**

**Email:**

**Website:**

**Where does your business operate from? (please tick)**

<b>Retail premises</b> (open to the public)	
<b>An internet site</b> (an online gallery)	

**Names of Owners/Directors:**


**Main Contact:**

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**Position Held:**

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**Constitution of business** (e.g. limited company, partnership, sole trader, trust, local authority):

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**Company Registration Number** (if applicable):

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**Registered Charity Number** (if applicable):

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**Date established:** (NB: Applicants with less than 12 months trading will not be accepted at this stage. Please refer to the Guidelines for further details.)

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**PART 2:  
OPERATIONAL ACTIVITIES**

**Annual turnover** (in last accounting period):

£
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**Average price range of works of art sold:**

£	to	£
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**Should your application be successful, please can you estimate the annual amount of credit business you anticipate introducing through the scheme:**

£
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**Does your business operate a UK bank account capable of accepting payments by BACS?**

**YES/NO**

**Do you have a valid Consumer Credit Licence?**

**YES/NO**

**If yes, does your licence include “Category C” for Credit Brokerage?**

**YES/NO**

**Do you have any other credit or Hire Purchase facilities?**

**Do you operate mail order services?**

**YES/NO**

**If not, are you interested in using Own Art for mail order sales?**

**YES/NO**

**Do you operate your business through a single outlet, or through multiple outlets? (please tick)**

<b>Single</b>	<input type="checkbox"/>
<b>Multiple</b>	<input type="checkbox"/>

**If you run multiple outlets please answer the following questions:**

**How many outlets do you run?**

**Do you show the same kind of work at each of these outlets? YES/NO**

**Where are they based? (please indicate number of outlets)**

<b>England</b>	<input type="text"/>
<b>N.Ireland</b>	<input type="text"/>
<b>Scotland</b>	<input type="text"/>
<b>Wales</b>	<input type="text"/>

**NOTE: For the purposes of this application, please provide information about the outlet that you would like us to base our assessment on. If your application is successful, we may need to ask you for more information about your other outlets before approving these as Own Art galleries.**

**If you operate your business from retail premises, please complete the following:**

**What regular opening hours do you operate?** (please enter times for each day of the week)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun

**Or by appointment ?**

**What size is the exhibition space? (approximate size in square metres)**

**Is the exhibition space clearly differentiated from other space?** (from shop, studio, office, domestic etc.)

**YES/NO**

**Does the exhibition space have full disabled access?**

**YES/NO**

**If you operate your business solely from an internet site, please complete the following:**

**What hours of the week is customer support available?** (please enter times for each day of the week)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun

**Please provide details of your terms and conditions of sale, including your policy on returns and refunds (please attach any relevant documentation)**

**PART 3:  
THE ARTISTS THAT YOU REPRESENT**

**What type of artwork does your outlet sell? (please tick all that apply)**

<b>Paintings</b>	<input type="checkbox"/>	<b>Ceramics</b>	<input type="checkbox"/>
<b>Prints</b>	<input type="checkbox"/>	<b>Glassware</b>	<input type="checkbox"/>
<b>Sculpture</b>	<input type="checkbox"/>	<b>Hand Crafted Furniture</b>	<input type="checkbox"/>
<b>Moving Image (artists' film &amp; video)</b>	<input type="checkbox"/>	<b>Jewellery</b>	<input type="checkbox"/>
<b>New Media</b>	<input type="checkbox"/>	<b>Textiles</b>	<input type="checkbox"/>
<b>Photography</b>	<input type="checkbox"/>	<b>Wood/Metalwork</b>	<input type="checkbox"/>

**Is all the work by living artists? YES/NO**

**If no, what else do you show?**

**Approximately how many artists does your outlet represent?**

**Do you have a written contract or agreement with all the artists that you represent setting out your terms of business?**

**YES/NO**

**If YES, please attach a sample contract/agreement with your application**

**If NO, please explain why not in the space below:**

**Is biographical information on each artist available to visitors?**

**YES/NO**

**BUSINESS STRATEGY AND EXHIBITION POLICY**

**Where do you position your business in relation to the contemporary art market as a whole? Who are your target audiences?**

**Please describe your exhibitions policy (How do you select your artists? How do you programme your space?)**

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**How would you describe the type of work that your outlet generally promotes?** (Please tick all that apply or use your own words in the space below)

<p><b>Challenging/Innovative</b> <i>i.e. work that shows awareness of current thinking in contemporary art, explores ideas, processes and media with rigor and imagination.</i></p>	
<p><b>Traditional</b> <i>i.e. work that represents traditional subject matter or uses traditional media, skills or techniques in the creation of the work.</i></p>	
<p><b>Other</b> (please describe)</p>	

**Which of the following best describes your exhibition programme?**

(please tick)

- A regularly changing mixed exhibition of work throughout the year
- 2 - 4 exhibitions each year focusing on a particular artist or group of artists
- More than 4 exhibitions each year focusing on a particular artist or group of artists
- Seasonal event-led exhibitions (please indicate how many each year)  
\_\_\_\_\_
- Online only
- Other (please describe) \_\_\_\_\_

**PART 4:  
MARKETING AND PROMOTION**

**Please indicate which of the following marketing and PR activities you currently use to promote your business (tick all that apply)**

		(Please give details where relevant)
	<b>Websites</b>	
	<b>Mail outs</b>	
	<b>Newsletter</b>	
	<b>Advertising</b>	
	<b>Art Fairs</b>	
	<b>PR agent</b>	
	<b>Other (please describe)</b>	

**Supporting Statement**

Please give your reasons (250 words maximum) for applying for membership of Own Art and what you envisage to be the potential benefits and impact of Own Art on your business. Please also indicate how you would promote Own Art.

**Supporting Visual Material**

Please enclose up to 3 items of printed material produced by your gallery/outlet that demonstrate the quality of the work that you show. You may like to include, for example, a brochure about the gallery/outlet, or a recent newsletter or exhibition catalogue. This material will normally be kept on file with your application details. Please indicate clearly if you require it to be returned once your application has been considered.

**NB: PLEASE READ SECTION 5 BELOW BEFORE SIGNING YOUR APPLICATION FORM**

Signed:	
Dated:	

**SECTION 5**

**5.1 DATA PROTECTION DECLARATION**

The information given by you in the course of the application for membership of the Own Art scheme and any information subsequently updated whilst a Member of the Scheme, will be held on computer by ArtCo Trading Limited at the registered office address of the company and on systems maintained by our parent charity, Arts Council England. Any Members' information and our own information will be used in the administration of the Scheme and will be shared with Arts Council England. Both sets of information will be used to make our decision as to whether to grant the Member membership of the Scheme.

By signing the application form, you are consenting to us using the information you have provided about yourself and your business to carry out credit reference enquiries of credit agencies and to undertake enquiries of the bankruptcy registers, electoral roll registers and Company House registers.

**5.2 SUCCESSFUL APPLICANTS**

ArtCo Trading Ltd is registered as a data controller in accordance with Data Protection Act 1998 and is committed to respecting your privacy and protecting any personal information you provide to us. If you are successful in your application for membership, we will use information that you provide (or have previously provided) for a variety of purposes including:

- managing and publicising the Own Art scheme
- compliance and regulatory reporting
- monitoring and evaluation of the Own Art scheme in conjunction with Arts Council England

### **5.3 ADDITIONAL USES OF PERSONAL DATA**

If you are accepted for membership of the scheme, ArtCo Trading Ltd may also wish to contact you in connection with other projects, events, or promotional activities that we may be involved with in furtherance of the objectives of the company or of Arts Council England (of which ArtCo Trading Ltd is a wholly owned subsidiary). If you would like to receive information from us in connection with these activities please indicate by ticking the relevant boxes below. You may reverse this decision at any time (See 5.5 below).

#### **5.3.1 Marketing and Promotional Activities**

ArtCo Trading Ltd would like to keep Own Art member venues informed about promotional opportunities, projects, events and other activities connected with its work or that of its parent charity, Arts Council England, that may be of interest to you and your venue.

- YES, please keep me informed of marketing and promotional activities**
- NO, please do not contact me in connection with these activities**

#### **5.3.2 Third Party Disclosure**

ArtCo Trading Ltd may wish to share your data with companies with whom we may establish a working partnership (such as sponsorship) for the further promotion and support of our company activities.

- YES, I give my permission for my data to be shared with a third party**
- NO, I do not give permission for my data to be shared with a third party**

### **5.4 RIGHTS OF ACCESS**

You are entitled to see any data that we hold about you, with some exceptions as set out in the Data Protection Act 1998. You should contact us to request a copy of the data we hold. The fee is £10.00. Requests can be made in writing or by email to the address given below.

## **5.5 AMENDING DATA**

If your name, address or other details change or you want your personal details to be added to or removed from our mailing lists, please contact us at the address below.

ArtCo Trading Ltd  
Arts Council England  
14 Great Peter Street  
London SW1P 3NQ  
(Company registration number: 02758433)

# Application Checklist

**Before posting this application, please check that:**

## Essential

- You have answered all the questions and have signed and dated the form on page 9
- You have read and completed the data protection questions
- You have enclosed a copy of your most recent accounts
- You have **signed** and enclosed the Hitachi Capital Registration Form

## Optional

- You have enclosed any printed materials in support of your application. You can enclose up to three items.

**Please send your completed application and enclosures to:**

Lydia Gordon, Assistant Officer, Own Art  
ArtCo Trading Ltd  
Arts Council England  
14 Great Peter Street  
London SW1P 3NQ

**Phone:** 020 7973 5542

**Email:** [lydia.gordon@artscouncil.org.uk](mailto:lydia.gordon@artscouncil.org.uk)