Harborough Artist Cluster Promotion Team Minutes

Meeting: Monday 2nd February 2026, 10am

Location: Mercado Lounge, Market Harborough

Attendees: Kayleigh Smith, Maxine Dodd, Birgit Lewis, Kath Topham

Outcomes and Actions

1. **Welcome & Introduction to the team**
2. **Agree a meeting schedule and check-ins**
3. **Member roles and responsibilities**
4. **Linking Promo Team with all other HAC teams**

Action BL & KS: B and KS heading up the Open Studios team

Action KT & RH: To liaise with all teams re socials and website

Action AW: Monthly group newsletter

Action ET, MD & SB: Junior Group development

Action MD: Lead on press, editorial and proof reading (to include DB also)

5. **2026 members promotion opportunities on socials**

Action: address this item at the next meeting

6. **Member instagram/ fb support**

Action KT: address this item at the next meeting

7. **Consistent branding style for socials, event publications and marketing**

Action RH: please can you confirm if the texts and formats you provided are the ones used on the website?

Action KT: To liaise with the other leads to communicate deadlines/requirements for publicity docs

Action BL & KS: Work up Open Studios information document and circulate to the group (6th Feb ish)

Action BL, MD & KS: Production of OS map leaflet with proofing/text support from MD

Action BL: Collection of Assets for the year

Agreed documents to be put together for the coming year: Open Studios Trail map, A3 studio poster (easily resized down to A4), universal event poster, universal HAC business car, Assets for socials etc, exhibition label format.

8. **Resource planning**

   Discussed above

9. **Advertising and press release planning**

Action MD: explore MAHA and other immediate opportunities

10. **Website clarity around membership criteria**

Action KT: address this item at the next meeting with possible member renewal application

11. **Any other business**

12. **Agreed date and time of next meeting.**

Action: Tbc on group chat