Harborough Artist Cluster Promotion Team

Meeting: Monday 2nd March 2026

Location: Mercado Lounge, Market Harborough.

Apologies: Maxine Dodd, Rebecca Harvey, Allie Wheelan

Attendees: Kayleigh Smith, Birgit Lewis, Sarah Boddy, Mary Yafffie, Kath Topham

Welcome to new member Mary Yaffie, who brings a wealth of graphic design experience.

Actions Arising

Member Instagram/facebook support

Agreed that the promo team don't need to offer this facility but did consider that the wider group might have appetite for a 'social media basics' type drop in or development session. EG, artists pay a small fee for a 1.5-2 hour long evening session delivered by a provider.

Query RH: Rebecca, is this something that you offer?

2026 Member promotion opportunities on socials

RH is publishing 'Artist of the Month' features on the website – KT will reshare these on Instagram

KT has created a spreadsheet of members to guide group wide representation on Instagram and intends to begin weekly artists spotlight features as well as utilising the grid to share members artwork (as well as event news, blog updates, etc).

Query RH: We appreciate that you have taken up responsibility for re-establishing the group's facebook presence. Is this aspect included within your fee for 2026, or do you envisage this role being passed to a cluster member?

Action: KT/RH: Look to set up cross posting on Instagram/facebook to save time and duplication of tasks!

Action KT: Update the cluster Instagram account to a business account in order to maximise the data tools, advertising features and post scheduling.

Action KT: Implement alt text on posts to enhance accessibility and embed keywords.

Open Studios update

The group is keen to explore the production of a directory style Open Studios brochure with a fold out map. A design which would be more 'future-proof' in terms of layout, and provide greater image coverage for artists and help the public to select which studios they would like to visit.

MY will join BL to design the open studios materials.

Action BL: Confirm and share the open studios spreadsheet with the wider cluster to confirm all details and request outstanding images to be submitted.

Action B: Explore costings for the open studios flyer/directory.

Action B: Explore potential to link Chloe with Kelly Gardner's Studio.

The group noted that the oval shape of the HAC logo can make placement a little tricky in the design of publicity materials and agreed that it would be beneficial to explore an update to evolve the current logo to reflect the recent growth and evolution of the cluster.

Picking up on the collaborative nature of the group, and noting Andy G's recent email which opened 'Dear Collective', it was also suggested that the cluster could consider a name change from Harborough Artists Cluster, to Harborough Artists Collective. If a logo rebrand is going to be put forward, it might be practical to propose a potential name change within the same process to avoid duplication of work. However, various practical implications should be considered ahead of making a formal proposal to the wider cluster.

Action KT: Raise development ideas with Maxine and Allie for thoughts.

Action B: Raise logo development ideas with HC.

Action MY: Mary has very kindly offered to work up options for a logo refresh.

Query RH: To help us assess whether to bring a formal name change proposal to the wider cluster for consideration, please could you offer us a brief overview of the implication in terms of technical updates to the website etc, time and costings.

Action: MY to create a google drive for the sharing of documents and assets etc.

Press Release Update

Kath provided the update on behalf of Maxine

Action KT: Notify MD that the groups preference is to utilise the events notices in MAHA rather than a paid advert.

Art Windows

The group was in agreement that it would be most straightforward to create a social media post for the open call to local shops to take part in the art windows event.

Action KT & SB: liaise with the windows team to confirm wording, image and publishing.

Action KT: Roll agenda points 5 and 8 over to the next meeting.

Action KT: Agree the next meeting date via the whatsapp group.