



ART UK

partnership
scheme

Welcome to the nation's art

Welcome to

ART UK

Invaluable support for the nation's collections

FRONT COVER DETAIL

Joseph Edward Southall
(1861–1944)

Along the Shore
(detail), 1914

Gallery Oldham

LEFT

Samuel John Peploe
(1871–1935)

A Vase of Pink Roses
(detail)

The Fleming Collection

Art UK is the digital platform for the nation's art. A cultural education charity, we enable over 3,000 UK institutions to collaborate effectively as a group by showcasing the nation's art to audiences around the world.

As well as providing an online platform for artworks in your collection, we offer a partnership scheme which delivers essential support in generating revenue, marketing your exhibitions and artworks and growing your collection on Art UK. Our Partners include public, private and corporate collections.





We are thrilled that you are interested in joining over 300 other Art UK Partners.

This brochure will take you through six key reasons to become an Art UK Partner and outline the fee structure. Quotes and statistics from our 2020 survey of existing Partner Collections* will tell you why our support is invaluable.

Camilla Stewart
Head of Commercial Programmes and Collection Partnerships

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Generating commercial income via the Art UK Shop

BENEFIT 2 – Page 6

Growing your collection on Art UK by adding prints, drawings, photography and watercolours

BENEFIT 3 – Page 7

Marketing your artworks, events and exhibitions

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Ready to sign up?

The Art UK platform gives our museum an opportunity to reach a wider audience of art lovers

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

4 MILLION+
Unique users visit
artuk.org each year



* Art UK Survey of Collections regarding Digital Engagement, June 2020

ABOVE RIGHT

Brian Foksett
(1940–2017)

Anita O’Day
(1919–2006),
Marquee Club
(detail), 1962

© the artist’s
estate

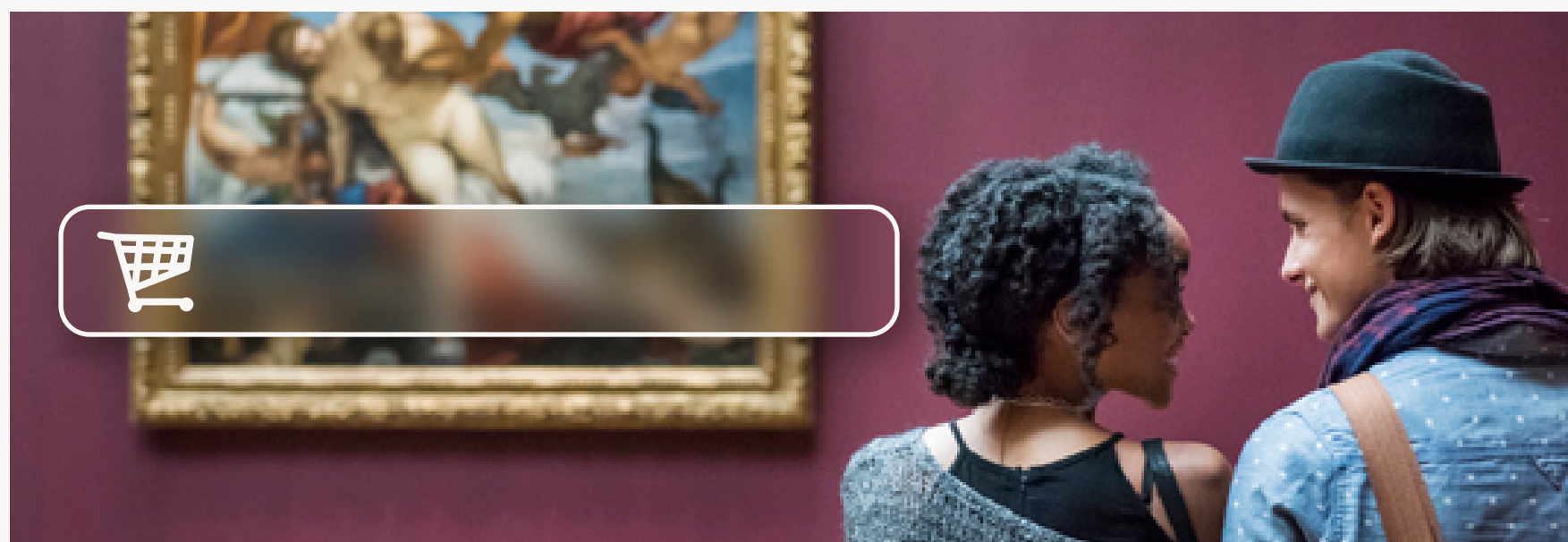
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Partner Benefits

Your six key reasons to become an Art UK Partner

1 Income Generation



Art UK knows how vital commercial revenue is to the nation's collections, which is why we launched the Art UK Shop in 2016, now used by over 100 collections. This shared platform provides a marketplace for your own merchandise, as well as offering brilliant print-on-demand (POD) products and licensing.

The marketplace format makes the Art UK Shop a destination e-commerce site for shoppers buying a unique cultural gift or updating their interiors with framed prints and homewares. It presents a unique offering: customers may order a print from Manchester Art Gallery, a scarf from Pallant House Gallery and a book from Aberdeen Art Gallery and pay for these in one transaction.

Print on demand is fulfilled by the supplier: licences are granted by Art UK. Crucially, Art UK

does not take a share of revenue; all income is split between the collection and our POD supplier, Heritage Digital. We undertake copyright clearance on behalf of collections so that more contemporary works can be added to their POD service. An image licensing service is also available for collections who wish to licence their high-resolution images for a fee through our automated platform.

Collections benefit from dedicated marketing support for their products, including seasonal campaigns, social media content and newsletters. Additionally, you benefit from Art UK's investment in paid search and social media advertising. We encourage our Partner Collections to link to their e-commerce pages from their own website, social media and customer communications.

The work with our shop and support to sales is critically important

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

£250,000+
Returned to participating collections through the **Art UK Shop** since launch

ART UK

ABOVE RIGHT
Kyffin Williams
(1918–2006)

The Gathering
(*Farmers on Glyder Fach*)
1980s

© Llyfrgell
Genedlaethol
Cymru / The
National Library
of Wales

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2 Collection Management



You may already have your oil paintings and sculptures live on artuk.org but by signing up to become a Partner Collection, you can improve digital engagement with your artworks and add more images of artworks in other mediums.

The Collections team at Art UK provides essential support in helping you to add prints, drawings, oils, acrylics, tempera, watercolours, photographs and sculpture to the Art UK database. Our Copyright and Licensing team complete valuable due diligence and copyright clearance for your artworks that remain in copyright, helping you to share more of your artwork images online. Our Copyright experts can also provide dedicated copyright surgeries and help to put you in contact with rights holders.

Through our crowdsourcing tool Tagger, your images can be more discoverable through tags (keywords) being attached to your images which makes them more searchable to our 4 million unique users and they can also be included in digital exhibitions, known as Curations. You will also be able to access analytics and research commissioned by Art UK about digital technology and audience behaviour.

We can even provide assistance if you have questions about the artworks in your collection. Our Art Detective service solves art mysteries and provides insight into artworks, delivering over 13,000 updates to collections since its launch.



Art UK is a great resource for us, as our own image management system is not the best

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

Over 60%
of collections believe Art UK can help them further by showing more of their art collection online

2020 SURVEY

ART UK

RIGHT
**Laurence
Stephen Lowry**
(1887–1976)
Huddersfield
(detail), 1965
© Kirklees
Museums and
Galleries

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3 Marketing your Collection

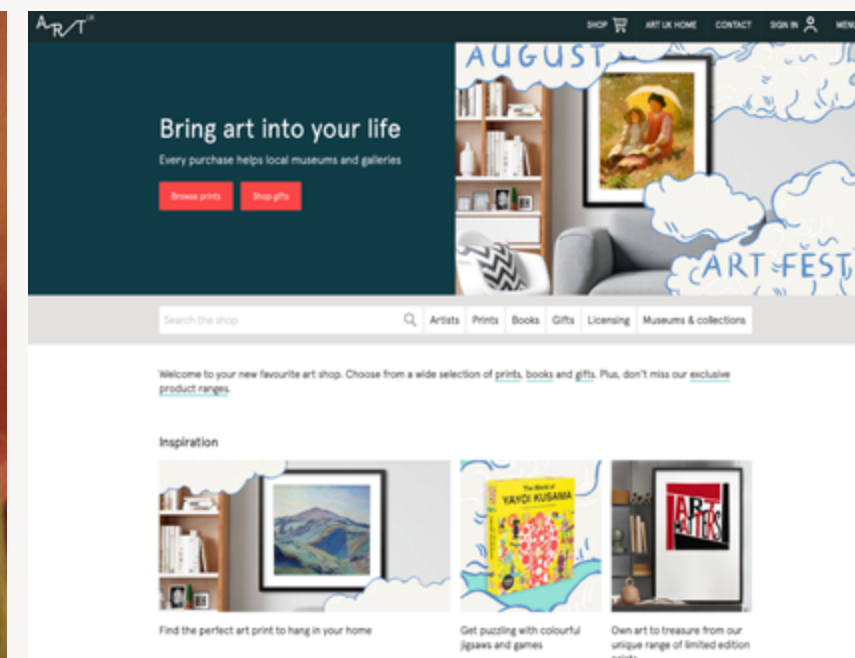


We want you to be able to showcase your collection to the widest possible audience, which is why we have a range of Partner-only marketing activities that help you deliver meaningful digital engagement. As a digital-only organisation we have extensive experience in building virtual audiences.

Once you join our partnership scheme, you will receive a digital marketing toolkit, including assets such as logos and images. There will also be templates for leaflets and posters that you can personalise to your collection and distribute in venue and online. These are themed around our collaborative seasonal marketing campaigns, meaning you'll also receive support from Art UK's social media channels.

We welcome submissions of stories, news and exhibition content for publishing on Art UK. Our content is promoted in our hugely popular weekly newsletter, which has over 26,000 subscribers. Partners may access valuable audience insights via traffic analytics for all such content. Joining in our social media activities, such as the lively #OnlineArtExchange bring simple and effective communications opportunities.

There are exciting opportunities to collaborate with other Art UK partner organisations, such as Bloomberg Philanthropies. Activities include the brilliant Art Unlocked online talk series, featuring presentations from guest curators. A huge number of partners have participated so far, from Aberdeen Art Gallery to Yorkshire Sculpture Park, and we are always looking to invite more to get involved and share their own collection stories.



#OnlineArtExchange has been a great focus and has given us a peg on which to hang collection stories and information

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

91% of collections think digital engagement has become more important as a result of the pandemic

ART UK

ABOVE

George Clare
(c.1830–c.1900)

Grapes

Southampton
City Art Gallery

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4 Learning Outreach



Art UK is committed to supporting art in classrooms and during the coronavirus pandemic our online learning resources brought artworks and collections into focus. Our Partner Collections strongly benefit from working with us to develop content for school and lifelong learners.



I feel Art UK are doing a great job; everyone just needs more visibility and easier ways to develop content

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

58% of collections say that growing learning resources is a key digital engagement priority



Partner Collections have the opportunity to upload their own learning resources to Art UK, and feature in our exciting curriculum-linked lesson plans. Your collection can also join in with ground-breaking projects such as Masterpieces in Schools and our latest initiative, the Superpower of Looking.

ABOVE
Greg Bunbury
(b.1976)
Olive Morris,
2020
© the artist
Black
Outdoor Art

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5 Connecting with UK Collections and Audiences



Collaboration lies at the heart of Art UK's mission, and we understand the support that collections receive from being part of our community. Whether it is taking part in joint social media activities, or helping support each other through our shared retail platform, becoming a Partner means that you benefit from the collective power of our wonderful industry.

By helping to connect collections, Art UK can grow digital audiences for all our partners. Having a shared national resource for all public art collections – promoted collectively – means that

we can ensure that the nation's art receives the engagement it deserves. This doesn't just happen online; boosting digital engagement also drives in-person visits.

The Bloomberg Connects app is a brilliant example of how collections can bridge the gap between digital and in-person engagement. You can join a host of global galleries in creating a free guide to your collection on Connects, which audiences can use to learn more about your collection as well as planning a visit to your venue.

We've valued the spotlight Art UK has been able to shine on our collection during this time, and the conversations it has sparked with other collections

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

75% of collections value being part of the community of collections through **Art UK**

2020 SURVEY

ART UK

ABOVE RIGHT
**Wilhelmina
Barns-Graham**
(1912–2004)

A Song of Night
(detail), 2003

© Wilhelmina
Barns-Graham
Trust

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6 Making Art UK Sustainable



Art UK was built with the assistance of Arts Council England and with some support from the Scottish Government. To continue to run Art UK, we rely on the support of ACE and private charitable foundations and philanthropists but raising revenue to cover the costs of the project is continually challenging.

Becoming a Partner in Art UK brings shared economic benefits to UK collections. In partnership with over 3,400 participating venues, Art UK has created unique access to the entire collection of the UK's publicly owned oil paintings and public sculptures. By paying an annual membership fee, collections can help us develop a strong, sustainable, shared digital showcase of UK public art. In return for this institutional support, you will be able to achieve valuable growth in your revenue and digital engagement.

Art UK feels very universal and truly equal in accessibility regardless of where a museum is geographically located, funded or structured

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

300 Partner Collections currently signed up to receive our invaluable support

ABOVE
Ray Harryhausen
 (1920–2013)
Roc Hatchling
 (detail), 1957
 © The Ray and Diana Harryhausen Foundation



Fees



ANNUAL SUBSCRIPTION:

- Green **£50**
- Yellow **£100**
- Red **£250**
- Blue **£500**
- Gold **£1,000**
- Gold Plus **£1,500**
- Platinum and Corporate **£2,500**
- Diamond and Corporate **£5,000**

Partnership fees are based on the number of artworks you show on Art UK and the revenue you generate through the Art UK Shop. Your fees helps us to sustain and grow Art UK for the benefit of all participating collections. There is a flat rate of £2,500 for Corporate Collections



ANNUAL NET COLLECTION REVENUE	NUMBER OF ARTWORKS							
	<25	26-100	101-500	501-1,000	1,001-2,500	2,501-5,000	5,001-15,000	>15,000
<£500	Green	Yellow	Red	Blue	Gold	Gold Plus	Platinum and Corporate	Diamond and Corporate
£501 to £1,000	Yellow	Yellow	Red	Blue	Gold	Gold Plus	Platinum and Corporate	Diamond and Corporate
£1,001 to £1,500	Yellow	Red	Red	Blue	Gold	Gold Plus	Platinum and Corporate	Diamond and Corporate
£1,501 to £2,500	Red	Red	Blue	Blue	Gold	Gold Plus	Platinum and Corporate	Diamond and Corporate
£2,500 to £5,000	Blue	Blue	Blue	Gold	Gold	Gold Plus	Platinum and Corporate	Diamond and Corporate
£5,001 to £10,000	Gold	Gold	Gold	Gold	Gold Plus	Gold Plus	Platinum and Corporate	Diamond and Corporate
£10,001 to £15,000	Gold Plus	Gold Plus	Gold Plus	Gold Plus	Gold Plus	Platinum and Corporate	Platinum and Corporate	Diamond and Corporate
£15,001 to £25,000	Platinum and Corporate	Platinum and Corporate	Platinum and Corporate	Platinum and Corporate	Platinum and Corporate	Platinum and Corporate	Diamond and Corporate	Diamond and Corporate
>£25,000	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate	Diamond and Corporate

ABOVE RIGHT
William Morris
 (1834-1896)
Strawberry Thief, 1883
 Kelmscott House, William Morris Society

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Ready to Sign Up?

To recap, when you join Art UK you receive access to the following benefits:

- Commercial revenue generation through the Art UK Shop
- Showing your prints, drawings, oil, acrylic, tempera, watercolours, sculpture and photographs on Art UK
- Comprehensive and expert rights identification, research, clearance and licensing
- Your exhibitions and events highlighted on the Art UK site and social channels
- Features about your collection may be published on Art UK
- Access to Art UK Partner Collections digital branding assets and campaign plans
- Participate in learning initiatives including online lesson plans and Superpower of Looking
- Receive Art UK traffic analytics for your collection and across the UK
- Connect with other UK art collections
- Access research commissioned by Art UK about digital technology and audience behaviour



ABOVE
Joseph Edward Southall
Southall
 (1861–1944)
Along the Shore, 1914
 Gallery Oldham



Signing up is easy!

Contact Camilla Stewart

T 01952 510775
 E camilla.stewart@artuk.org

To confirm your partnership level and get going. Our collections team will work with you to upload your collection and digital marketing assets will be available to download straight away.



Honestly, you've all been amazing so far! Our Collection is certainly indebted to you

“ PARTNER COLLECTION SURVEY

BENEFITS IN NUMBERS

12 dedicated collection support webinars to be delivered in 2022-2023