



Frequently Asked Questions:

Who can apply?

The Severn Vale Art Trail is open to all artists (aged 18 and over) who live or work in the Severn Vale.

What can I exhibit?

You can exhibit in any medium. All work must be original and made by the exhibiting artist. You can sell prints and cards of your original artwork, etc.

When can I apply?

Application is by email using the application form available on this website usually in October/November for the art trail in the following year.

How do I apply?

Send your application form and 3 good quality (jpeg) images of your artwork. Applications for places in group venues are limited due to the number of venues available. Therefore, each application will be judged by a selection committee on the following criteria before being accepted:

1. A high standard of work, determined by the following:

- Originality and Creativity
- Excellent use of materials
- Strong technical skills

2. To add something different to the trail, i.e., to represent a new medium, or to provide balance and variety. If we have two artists who equally meet the selection criteria, the selection committee may give priority to new applicants and those who haven't exhibited with us for several years, over artists who have exhibited consecutively for the previous two or more years. This is to ensure that we create a yearly variation of exhibitors keeping the art trail fresh, interesting and varied enabling the local community to access and enjoy quality artwork.

Where can I exhibit?

You can exhibit either in your own home or studio, share a venue with another artist or request to be part of a group venue. Group venues will be allocated by the SVAT committee to ensure an even distribution of artistic styles and mediums that provides a varied experience for visitors. **N.B.** Shared venue means when an artist is using their own venue and has offered to share it with other artist/s.

Do I have to set up my own display?

Yes. In group venues artists will be required to set up and dismantle their own displays and to organise a stewarding rota with the other exhibiting artists. Art display boards are provided to group venues. Most venues are open each day of the trail from 10 am to 5 pm but individual studios can choose which days to open.

Do I have to steward?

If you are in a group venue each artist must steward the exhibition for some of the time. Artists are responsible for setting up a rota so that all the opening hours are covered.

How much does it cost to take part?

Once accepted on to the trail the annual entrance fee is £35 is due. In addition 10 % commission is payable on sales made during the trail.

What does the entrance fee cover?

The fee covers the cost of the website, display boards, printed flyers, hanging equipment and venue signs.

What about Insurance?

Thornbury Arts Festival is the registered charity that coordinates the Severn Vale Art Trail. Thornbury Arts Festival has public liability insurance that covers group venues organised by the art trail committee, but artists are responsible for any loss or damage to their own artworks whilst exhibiting. Exhibiting artists must take responsibility to address and indicate any hazards to visitors in and around their venue.

Artists exhibiting from their own venues are responsible for arranging their own public liability insurance and are not covered by Thornbury Arts Festival. They are also responsible for any loss or damage to their own artworks whilst exhibiting.

What Covid-19 Precautions will be in place?

All venues will be risk assessed and required to implement precautions following the government guidance current at the time.

How is the Trail promoted?

The trail is promoted through the SVAT website (linked to Thornbury Arts Festival website), SVAT Facebook and Instagram pages and through printed posters and flyers. It is the responsibility of participating artists to help promote the trail through their own websites, like and share any posts on Facebook and Instagram and also distribute and display any printed information relating to the art trail.

What is the Showcase Exhibition?

The Showcase Exhibition is held in advance of the Art Trail (usually a week before the start) in a venue in Thornbury where all exhibiting artists will be given the opportunity to display one piece of their artwork to help promote interest in the trail. Historically, the Showcase Exhibition has been held each year but in recent times, due to Covid-19 this has not happened and is not planned for this year.

What is Art in Business?

Shops and businesses in Thornbury and Berkeley show examples of work from selected artists in their windows in the lead up to the trail. This is usually a few weeks before the trail and is a great opportunity to promote the trail and individual artists.