

Collectorplan

2018/19



Material Presence, Zoe Preece
Gold Medal for Craft and Design, Y Lle Celf 2018 (image: Dewi Lloyd)

CYNLLUN CASGLU
COLLECTORPLAN 

 Cyngor Celfyddydau Cymru
Arts Council of Wales

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Contents

What is Collectorplan?	4
How many Galleries offer the Collectorplan scheme?	4
How many pieces of artwork were bought using Collectorplan Loans?	4
Map of the Galleries that offer the Collectorplan scheme	5
The Artwork	7
The Artists	9
Buying Behaviour	10
The value generated through Collectorplan loans per month	11
Collectorplan loan Instalments	12
Size of Customer Loans	13

What is Collectorplan?

Collectorplan is an interest-free Arts Council of Wales loan scheme to help UK residents to buy original works of art by living artists. The Collectorplan scheme offers loans from £50 to £5,000 to people who wish to buy a single piece of art or multiple artworks by living artists in Wales. The Collectorplan loan is repaid in monthly instalments, resulting in the customer owning the piece of work.

How many Galleries offer the Collectorplan scheme?

Of the 63 galleries in Wales that offer the Collectorplan scheme, 48 galleries sold works of art in 2018/19, 51 galleries sold works of art in 2017/18 and in 2016/17.

How many pieces of artwork were bought using Collectorplan Loans?

998 Collectorplan loans were taken out in 2018/19. This is a decrease of -15% when compared with the total number of loans taken out in 2016/17 and 2017/18. The total value of the 998 loans in 2018/19 is £847,377.02, a decrease of -17% when compared with 2016/17 and a 14.8% decrease since 2017/18.

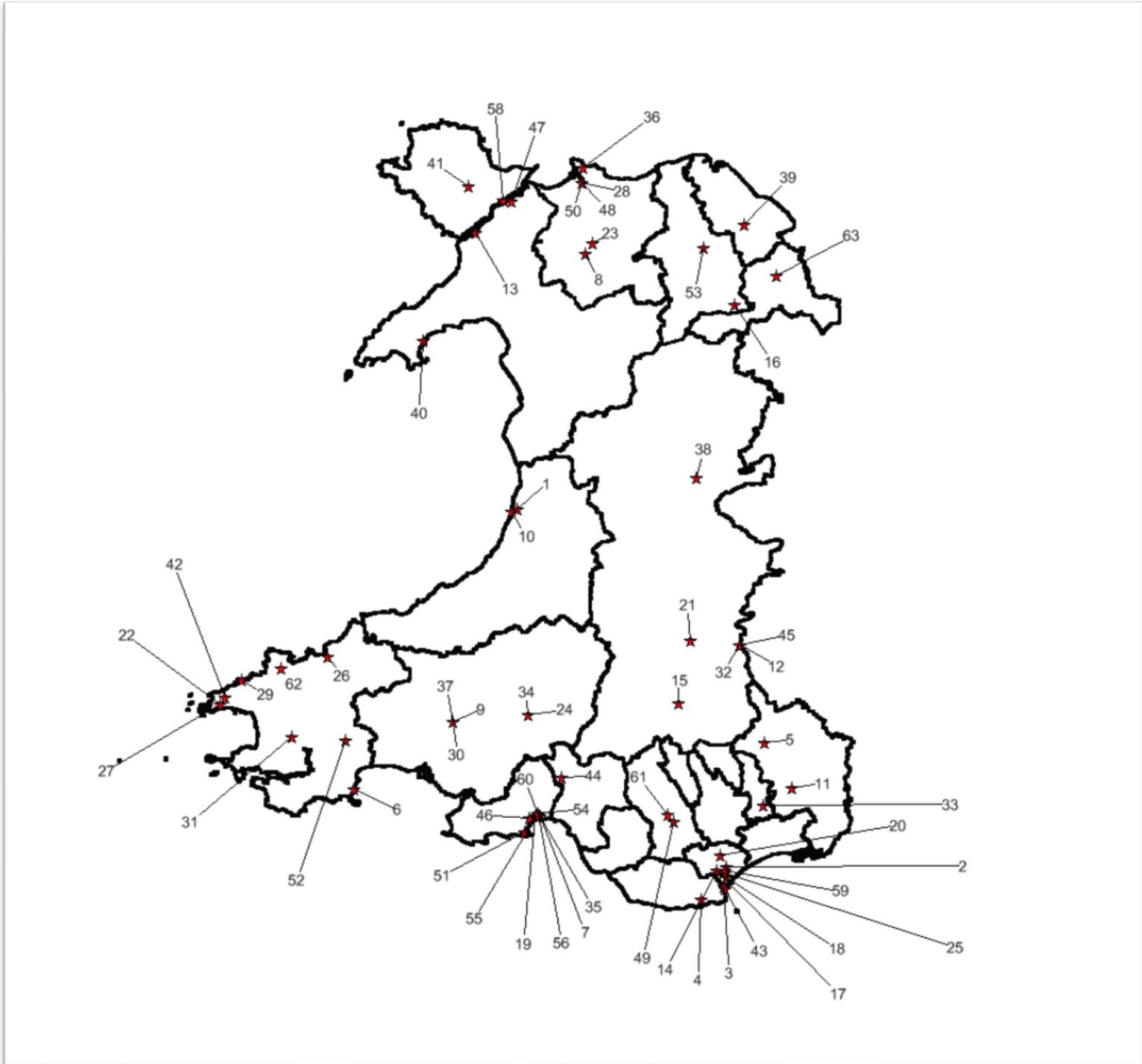
	2016/17	2017/18	2018/19
Number of Loans	1177	1179	998
Total Value of Loans	£1,021,171.45	£994,206.53	£847,377.02
Number of Artworks*	1,177*	1,397	1,182
Number of Artists whose work was purchased	516	498	421
Number of Galleries that sold works through the Collectorplan	51	51	48

1. Aberystwyth Arts Centre	11. The Big Sky Gallery	21. Erwood Station Gallery	31. The Late November Gallery	41. Oriol Ynys Mon	51. Gower Gallery	61. Workers Gallery
2. The Albany Gallery	12. Brook Street Pottery	22. Oriol Y Felin Gallery Ltd	32. The Lion Street Gallery	42. Oriol Y Parc	52. The Golden Sheaf Gallery	62. Workshop Wales Gallery
3. Anne Morgan Gallery	13. Galeri Caernarfon	23. Ffin Y Parc	33. Llantarnam Grange Arts centre	43. Penarth Pier Pavillion	53. Ruthin Craft Centre	63. Wrexham Library & Arts Gallery
4. Art Central Gallery	14. Oriol Canfas Gallery	24. Fountain Fine Art – Llandeilo	34. Oriol Mimosa (& Mimosa Fine Art)	44. Pontardawe Art Centre	54. Galerie Simpson	
5. Arts Shop Abergavenny Ltd	15. Cantref	25. Fountain Fine Art – Cardiff	35. Mission	45. Gallery / ten	55. Swansea Grand	
6. Art Matters	16. Y Capel	26. The Gallery, Yr Oriol	36. Mostyn Art Gallery	46. Ceri Richards Gallery	56. Swansea Museum	
7. The Attic Gallery	17. Chapter	27. Goat Street Gallery	37. Oriol Myrddin	47. Storiol / Oriol Bangor Total	57. Talking Point (not mapped)	
8. Galeri Betws Y Coed	18. Craft in the Bay	28. Harbour Gallery	38. Oriol Davies Gallery	48. The Royal Cambrian Academy	58. Oriol Tegfryn	
9. Oriol Bevan Jones	19. Craftsman Framing Ltd	29. Harbour Lights Gallery	39. Oriol Theatr Clwyd	49. Rhondda Heritage Gallery	59. Martin Tinney Gallery	
10. Oriol Y Bont	20. Eisteddfod Genedlaethol (Office)	30. King Street Gallery	40. Oriol Plas Glyn y Weddw	50. The Potters Gallery	60. Glynn Vivian Gallery & Museum	

*As of 2017/18 the number of mediums were matched to the number of artists as more than one artwork can go on a loan.

Map of the Galleries that offer the Collectorplan scheme

Where is the closest gallery to you? How many of the following galleries have you visited?



2018/19	Number of Loans	2017/18	Number of Loans	2016/17	Number of Loans
Ffin Y Parc	196	Ffin Y Parc	169	Ffin Y Parc	179
Oriel Mimosa (& Mimosa Fine Art = 2)	94	Oriel Mimosa (& Mimosa Fine Art = 2)	117	Oriel Mimosa (& Mimosa Fine Art = 2)	105
The Lion Street Gallery	71	Martin Tinney Gallery	74	The Albany Gallery	78
The Albany Gallery	61	The Albany Gallery	61	Oriel Tegfryn	70
Oriel Tegfryn	59	The Lion Street Gallery	57	The Lion Street Gallery	67
Oriel Plas Glyn Y Weddw	58	Oriel Plas Glyn Y Weddw	57	Martin Tinney Gallery	64
Martin Tinney Gallery	49	Oriel Tegfryn	54	The Attic Gallery	54
Erwood Station Gallery	39	Erwood Station Gallery	53	Erwood Station Gallery	43
Harbour Lights Gallery	30	Fountain Fine Art - Llandeilo	53	Oriel Plas Glyn Y Weddw	36
The Attic Gallery	28	Oriel Ynys Mon	43	Art Matters (White Lion Street)	33

Over the last three years, the greatest number of Collectorplan loans taken out were at **Ffin y Parc Gallery in Llanrwst**, (196 loans in 2018/19, 169 loans in 2017/18 and 179 loans in 2016/17).

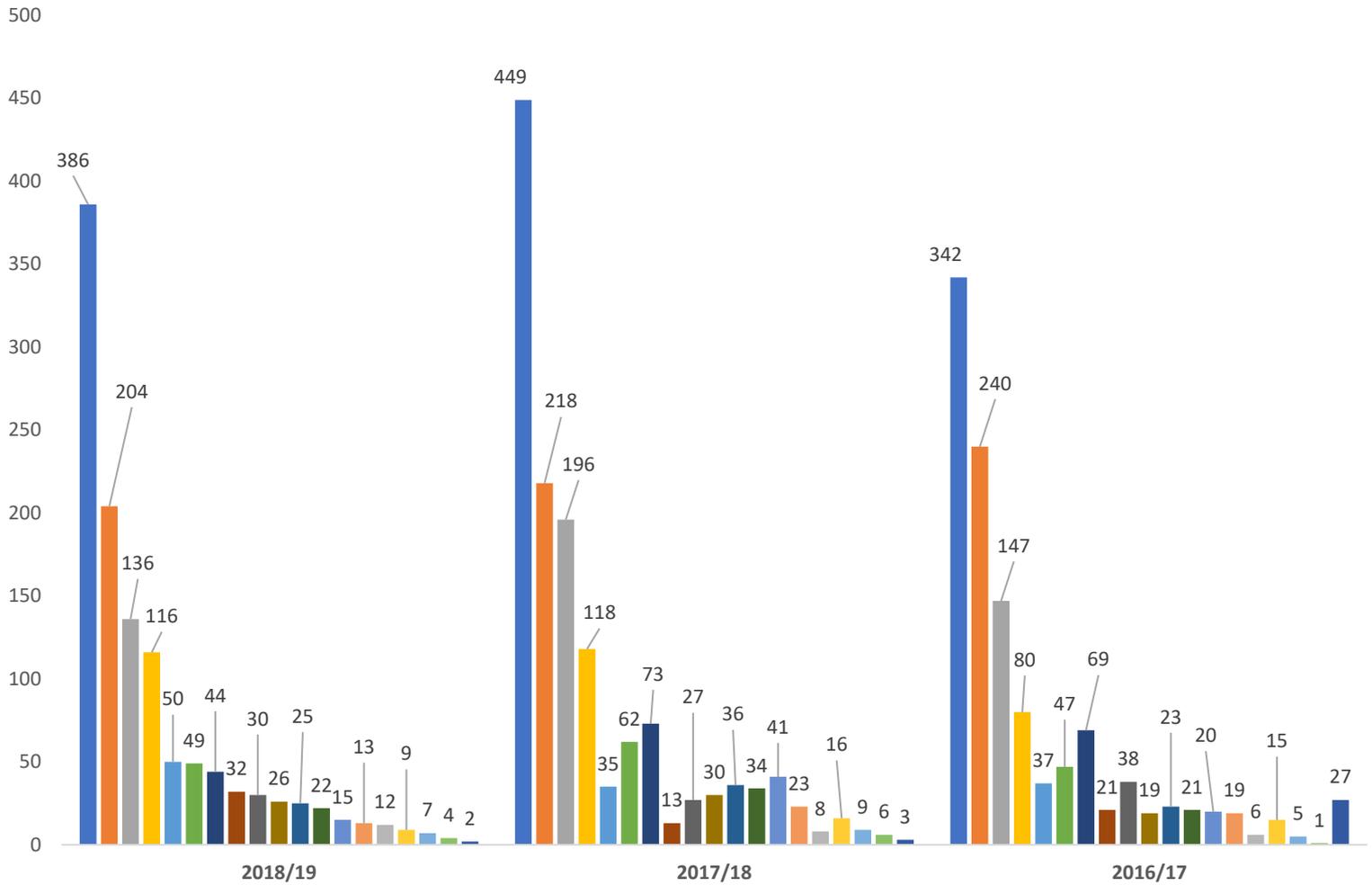
The second highest number of Collectorplan loans taken out were at **Oriel Mimosa in Llandeilo** (95 loans in 2018/19, 117 loans in 2017/18 and 105 loans in 2016/17).

8 galleries have featured across all three years. In 2017/18, the two additional galleries that issued the top 10 greatest number of loans were 'Fountain Fine Art – Llandeilo' and 'Oriel Ynys Mon.' In 2018/19, the two galleries that featured in the 10 galleries with most loans purchased were 'Harbour Lights Gallery' and 'The Attic Gallery.'

The full list is available on request: research@arts.wales .

The Artwork

The type of Artwork bought through the Collectorplan Scheme: 2018/19, 2017/18 and 2016/17



- OIL
- ACRYLC
- MIXED MEDIA
- CERAMICS/Terracotta/POTTERY/PORCELAINS
- DRAWING/PEN/charcoal etc
- PRINT/screen/lino etc
- WATER COLOUR
- RESIN (STONE/IRON/WHITE/BRONZE)
- WOOD all
- GOUACHE
- JEWELERY
- FABRIC TEXTILE (inc felt/embroidery)
- GLASS / (inc stained)
- CRAFT OTHER/unknown
- PASTEL
- ETCHING
- SCULPTURE / stone
- PHOTOGRAPHY
- Metal

As identified at the beginning of this report, the total number of artworks bought using Collectorplan loans in 2018/19 has decreased by -18.2% since 2017/18, with 1,182 artworks purchased in 2018/19 and 1,397 artworks purchased in 2017/18.

Over the last three years, the most popular type of work purchased through the Collectorplan scheme is Oil. Oil accounted for 32.7% of all 1,182 artworks in 2018/19, 32.1% of all 1,397 artworks in 2017/18, 29.1% of all 1,177 artworks in 2016/17. Acrylic, Mixed Media and Ceramics have all remained consistent in terms of their popularity over the last three years.

Most artworks have decreased since 2017/18: Acrylic by -6.9%, Mixed Media by -44.1%, Gouache by -15.4%, Pastel by -77.8%, Glass by -79.9% and Water Colour artwork by -65.9%.

The number of Drawing/Pen/Charcoal works purchased have increased by 30% since 2017/18, with 13 more Drawing works purchased in 2018/19.

The number of Resin works purchased in 2018/19 has tripled since 2017/18 with an increase of 59.4%, with 13 Resin pieces purchased in 2017/18 and 32 Resin pieces purchased in 2018/19.

Etching has gradually increased over the last three years with 6 pieces purchased in 2016/17, 8 pieces purchased in 2017/18 and 12 pieces purchased in 2018/19.

There were 3 more Wood pieces purchased in 2018/19 than in 2017/18 with 27 pieces purchased in 2017/18 and 30 pieces purchased in 2018/19.

The number of Craft other / unknown artworks purchased as has fluctuated over the last three years with 20 artworks purchased in 2016/17, 41 artworks purchased in 2017/18 and 15 artworks purchased in 2018/19.

The four least popular artworks purchased over the last three years are: Pastel, Sculpture, Photography and Metal. The number of Metal artworks purchased was greater in 2016/17 with 27 pieces purchased, yet this fell by -92.6% in 2018/19 to 2 pieces of artworks purchased.

The Artists

The tables below show the 10 most popular artists whose artworks were purchased using Collectorplan loan (a full list can be viewed in Appendix X). In 2018/19, artwork by David Grosvenor was the most popular purchase (28), followed by Aled Pritchard Jones (21), Martin Llewellyn (21), Sarah Carvell (19) and Stephen John Owen (19).

Four artists appear across all three years:

- David Grosvenor
- Martin Llewellyn
- Matthew Wood
- Beatrice Williams

Artist 2018/19	Number of Artworks purchased	Artist 2017/18	Number of Artworks purchased
DAVID GROSVENOR	28	MARTIN LLEWELLYN	33
ALED PRITCHARD JONES	21	DAVID GROSVENOR	30
MARTIN LLEWELLYN	21	MEIRION JONES	26
SARAH CARVELL	19	MATTHEW WOOD	22
STEPHEN JOHN OWEN	19	GERALD DEWSBURY	19
MATTHEW WOOD	18	BEATRICE WILLIAMS	17
COLIN SEE PAYNTON	17	CEFYN BURGESS	16
KATIE ALLEN	16	SIAN MCGILL	16
KAREL LEK	16	PETER MORGAN	16
LUNED RHYS PARRI	16	PETER KETTLE	15
BEATRICE WILLIAMS	16	STEPHEN J OWEN	15
		GARETH THOMAS	15

Artist 2016/17	Number of Artworks purchased
ANEURIN JONES	33
DAVID LLOYD GRIFFITH	24
ELFYN LEWIS	24
COLIN SEE-PAYNTON	24
DAVID GROSVENOR	21
MEIRION JONES	21
KATIE ALLAN	19
MATTHEW WOOD	19
BEATRICE WILLIAMS	18
MARTIN LLEWELLYN	16
SIAN MCGILL	16
ALED PRICHARD JONES	15

The full list is available on request: research@arts.wales

Buying Behaviour

When were the collectorplan loans taken out?

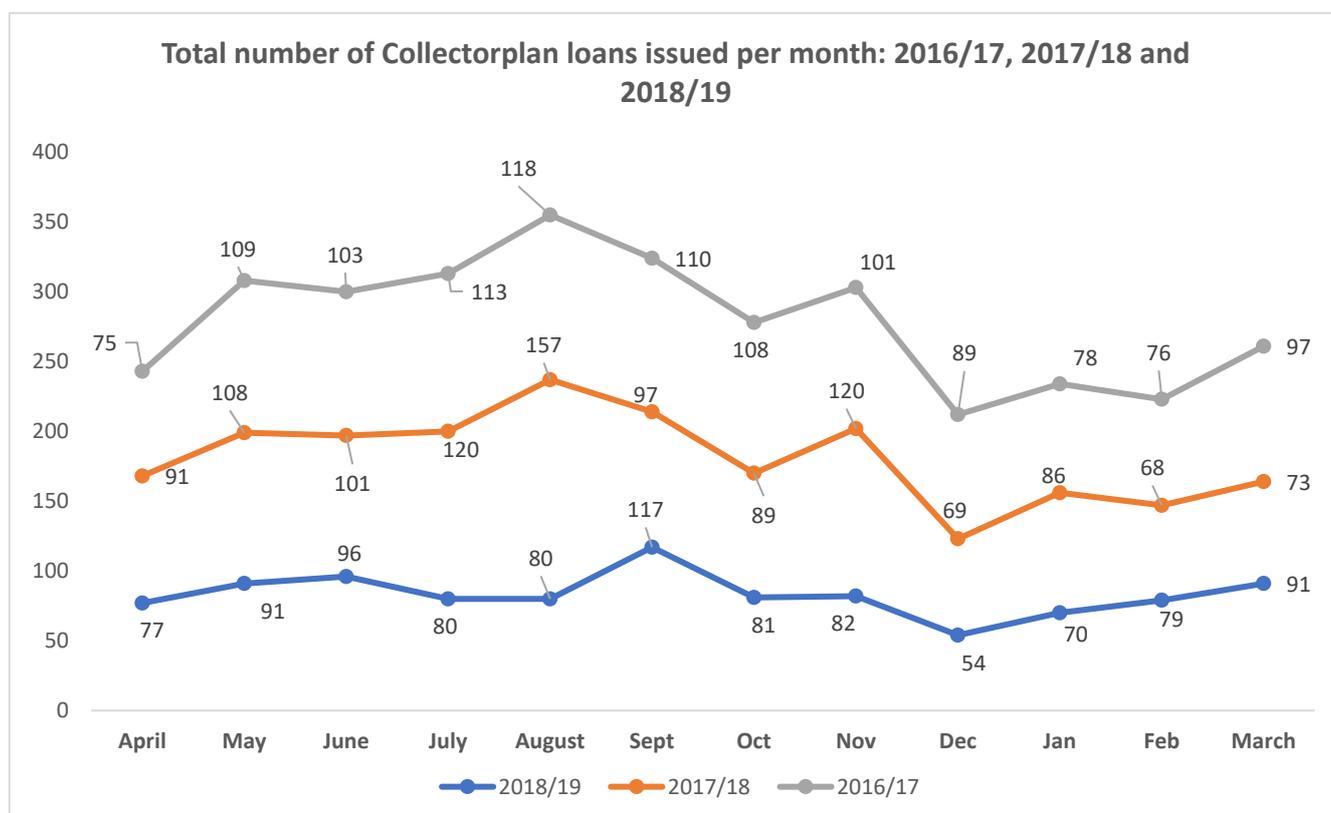
The graph below shows the total number of Collectorplan loans bought per month over the last three years. It shows seasonal trends, with the number of loans taken out gradually increasing leading up to the summer months and then decreasing leading up to the winter months.

The greatest number of collectorplan loans in 2016/17 and 2017/18 were bought in August, (118 in 2016/17 and 157 in 2017/18). August accounted for 10% of all Collectorplan loans in 2016/17 and 13.3% in 2017/18. In 2018/19 the greatest number of Collectorplan loans were bought in September with 117 loans accounting for 11.7% of all Collectorplan loans in 2018/19.

The fewest number of Collectorplan loans bought in 2016/17 were in April and February with 75 and 76 respectively (6.4%).

December and February saw the fewest number of Collectorplan loans 2017/18 (69 and 68 respectively) (5.9%).

The fewest number of Collectorplan loans bought in 2018/19 were in December with 54 (5.4%).



The value generated through Collectorplan loans per month

The line graph below shows the total value (£) of Collectorplan loans per month.

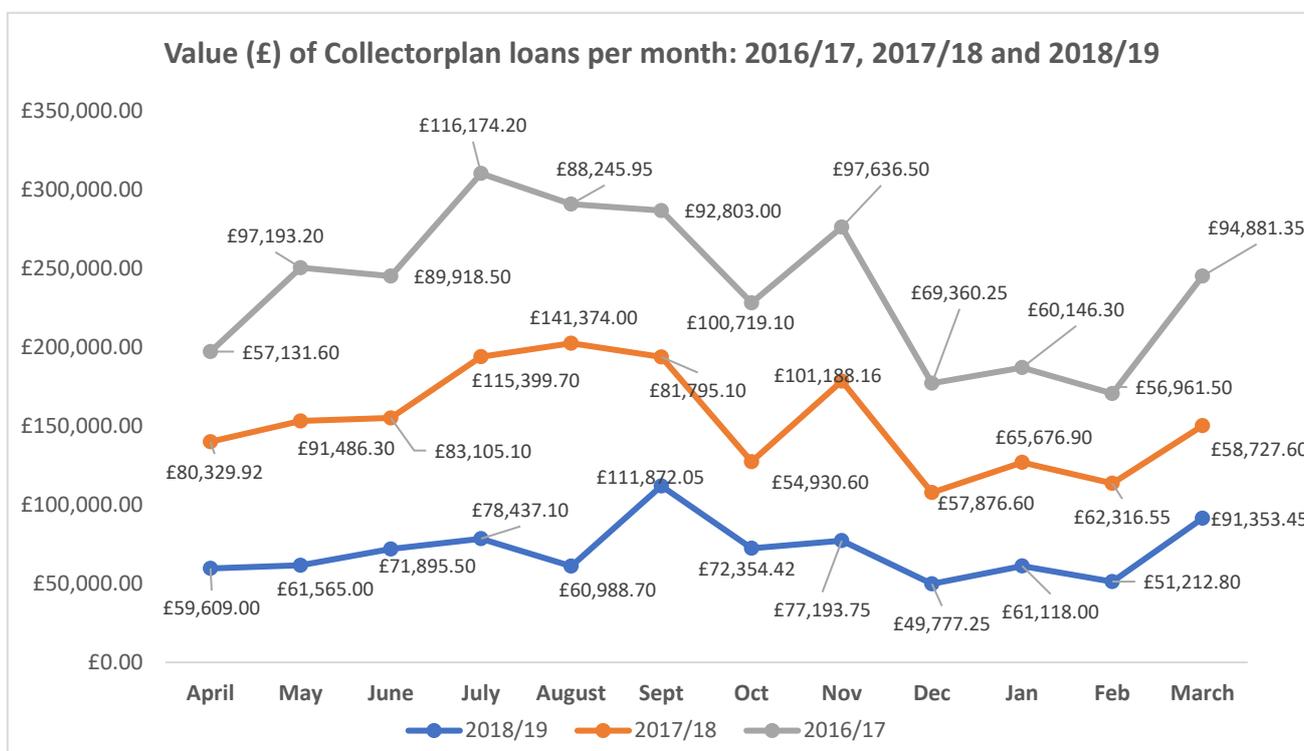
Despite the greatest number of Collectorplan loans bought in August 2016/17, July 2016/17 saw the greatest value of Collectorplan loans, totalling £116,174.20 with an average value of £1,028.09 for each of the 113 loans. The total value generated in July 2016/17, accounted for 11.4% of total income on Collectorplan loans in 2016/17.

In 2017/18, August saw the greatest value of Collectorplan loans, totalling £141,374.00 with an average value of £900.47 for each of the 157 loans. This value is consistent with the total number of collectorplan loans issued per month in 2017/18. The total value generated in August 2017/18 accounted for 14.2% of total income on Collectorplan loans during 2017/18.

2018/19 saw, again in line with the total number of collectorplan loans issued per month, September with the greatest value of collectorplan loans of £111,872.05 with an average value of £956.17 for each of the 117 loans. The total value generated in September 2018/19, accounted for 13.2% of total income on Collectorplan loans in 2018/19.

Despite the fewest number of loans taken out in December 2018/19 and whilst these 56 loans generated £49,777.25, the average value per loan was £921.80 (see page 9).

October saw the least value generated per month in 2017/18 of £54,930.60, with an average value of £617.20 for each of the 89 loans.



The table below shows the average value of Collectorplan loans taken out over the three years.

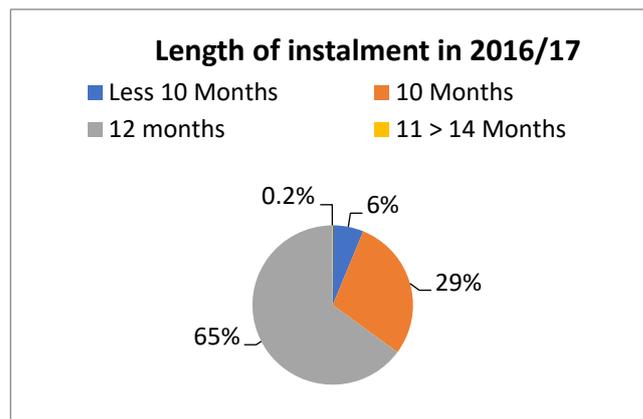
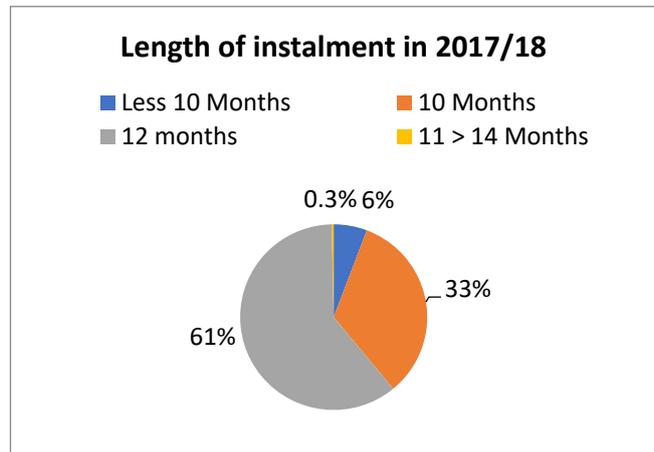
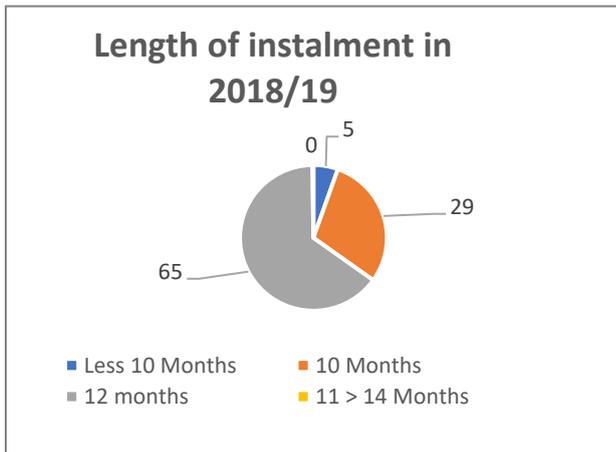
Month	Average Value of Collectorplan loan per month		
	2016/17	2017/18	2018/19
April	£761.75	£882.75	£774.14
May	£891.68	£847.10	£676.54
June	£873.00	£822.82	£748.91
July	£1,028.09	£961.66	£980.46
August	£747.85	£900.47	£762.36
September	£843.66	£843.25	£956.17
October	£932.58	£617.20	£893.26
November	£966.70	£843.23	£941.39
December	£779.33	£838.79	£921.80
January	£771.11	£763.68	£873.11
February	£749.49	£916.42	£648.26
March	£978.16	£804.49	£1,003.88

Collectorplan loan Instalments

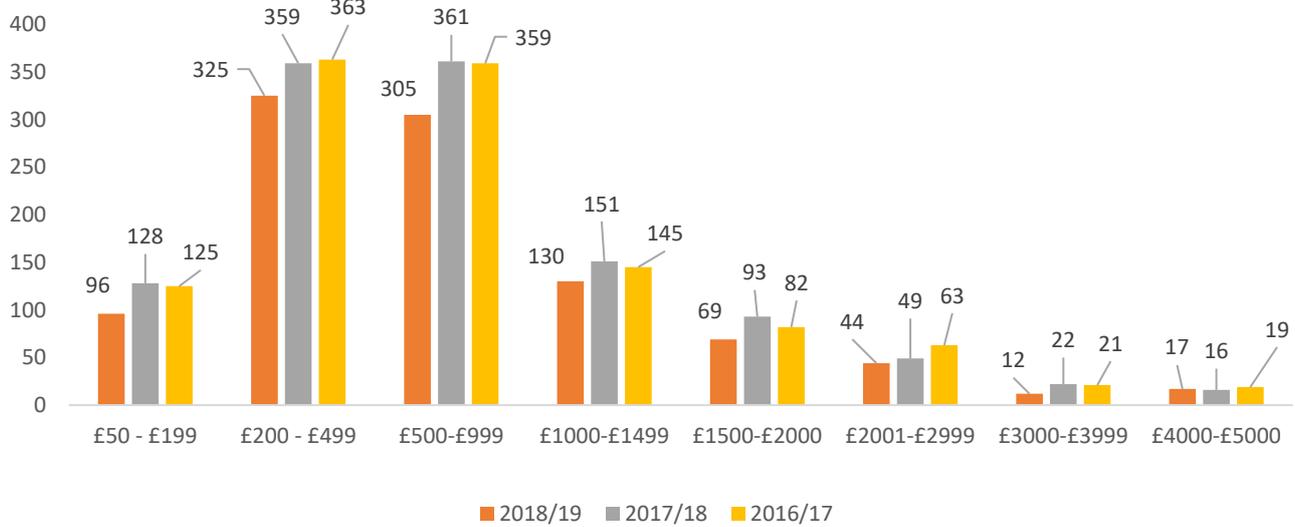
Individuals can take out a Collectorplan loan and re-pay instalments over a period of:

- Less than 10 months
- 10 months
- 12 months
- 11>14 months

The last three years show a similar pattern in terms of re-payments. Over three fifths (around 60%) of all Collectorplan loans taken out since 2016/17 were repaid in 12 month instalments, whilst almost third were repaid in 10 month instalments, and around 5% mark re-paid in less than 10 months.



Size of Collectorplan Loan: 2016/17, 2017/18 and 2018/19



Size of Customer Loans

Almost two thirds of Collectorplan loans in 2018/19 were between £200 and £999 following the same trend as 2017/18 and 2016/17. Around 10% of Collectorplan loans bought were for between £50 and £199 over the last three years.

Almost a third (32.6%) of all Collectorplan loans taken out in 2018/19 were for between £200 - £499. This amount is the most popular value with 20 more collectorplan loans taken out for between £200 - £499 than for £500 – £999.

In 2017/18, the most popular loan value was for between £500 - £999, with 361 loans taken out for this amount.

11 more Collectorplan loans were taken out for loans between £1,500 and £2,000 in 2017/18 than in 2016/17. Yet, 2018/19 saw 24 fewer loans taken out for this amount.

One in every eight loans taken out in 2017/18 was for a loan ranging between £1,000 and £1,499.

The number of loans for £2,001 and £2,999 has steadily decreased since 2016/17 from 63 to 49 loans in 2017/18 and to 44 loans in 2018/19 respectively.

The fewest number of loans taken out in 2018/19 was for between £3,000 - £3,999 with 12 loans taken out for this amount over the year (a decrease of around -45% since 2017/18 and 2016/17).

During 2016/17 and 2017/18, the fewest number of loans taken out were for loans ranging between £4,000 - £5,000 with 16 loans taken out in 2017/18 and 19 loans taken out in 2016/17.

Map of Collectorplan customer postcodes in Wales, Scotland and England



Map of Collectorplan customer postcodes living in Wales

