

# Letchworth Open Submission Guidelines

## Instructions for Entering the Letchworth Open Exhibition

Please read these instructions carefully before submitting your work, as they constitute a contract between you and the Letchworth Garden City Heritage Foundation, operating as the Broadway Gallery.

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## Entry Process

1. Complete the Entry Form and submit a digital photograph of your work online. Please note that entries received after the deadline will not be accepted.
2. Ensure all information is accurate and the images are of suitable quality. We recommend cropping photos of 2D artworks to focus only on the artwork itself. If possible, consider photographing the work before it is framed and glazed. For 3D works, please use a clean background free from clutter and distractions. If you are submitting a video or audio work, you should upload a thumbnail, film stills, or title cards.
3. Once your submission and payment are complete, no changes can be made. Please ensure that the artwork remains available for the entire Open process, including delivery and collection, outlined in the key dates below.

We will not be accepting any changes to the information you provide on your application after you have completed it. If you are uncertain about which artwork to submit, its price, or its size, please delay your submission until you are confident with your selection. If you plan to create a social media account or website, make sure to register the domain, set up your Instagram account, and include this information in your application. Such changes affect the production of labels and large print gallery guides and often led to mistakes.

4. There is no selection process; only one work per artist will be exhibited. No refunds will be issued for multiple submissions. We cannot guarantee that we will catch all multiple submissions, and you may receive more than one confirmation email. If more than one artwork is delivered, you will be asked to choose just one, and any additional fees will be forfeited.
5. Late submissions will not be accepted, so please ensure everything is submitted before the deadline.
6. If you require the entry form in a different format, please contact the Broadway Gallery directly.

## Eligibility Criteria

The Letchworth Open Exhibition is open to all artists from various disciplines, including and not limited to painting, printmaking, photography, sculpture, applied arts, and digital arts.

Artists must be based in, working in, or originally from Hertfordshire, Bedfordshire, Buckinghamshire, or Cambridgeshire. If you are not immediately from these areas, you will be asked to provide a reason for your eligibility when submitting your work.

## Entry Fees

The entry fee is £12.00, which covers the submission of a single artwork, guaranteed to be exhibited. To ensure the fee isn't a barrier:

- Entry is free for anyone under 24 as of 1 September 2026.
- You can volunteer in exchange for the entry fee. Volunteer slots are 3.5 hours long (Wednesday - Saturday, either 10:00am-13:30 or 13:30-17:00). These slots are allocated on a first-come, first-served basis when you submit your entry.

Please note: Entry fees will be forfeited if you fail to deliver your artwork, submit more than one artwork, or if your work is deemed inadmissible.

## Delivery of Works

1. You must deliver your work to the Broadway Gallery during the specified delivery window. If you are unable to deliver the work in person, please make arrangements for someone else to do so on your behalf. You can use the 'Letchworth Open Exhibitor' Facebook Group to coordinate with other artists in your area.
2. Late deliveries will not be accepted, and your entry fee will be forfeited if you miss the delivery deadline.
3. Postal entries will not be accepted. If you cannot deliver the work personally, please ensure someone else can do so for you.
4. Upon arrival, you will be asked to unpack your artwork, and it will be checked by the Gallery. Please ensure that your work is clearly labelled and within the size limits detailed below. The Gallery cannot store packing materials; any materials left behind will be reused or recycled.
5. Artists are responsible for their own transportation and any associated costs.
6. 3D works will be displayed on the Gallery's existing plinth stock. If your work has special display requirements, please contact the Gallery in advance to discuss before submitting.

Please note: All work must be delivered dry. Please ensure that sufficient time is allowed for oils and other wet media to fully dry before delivery.

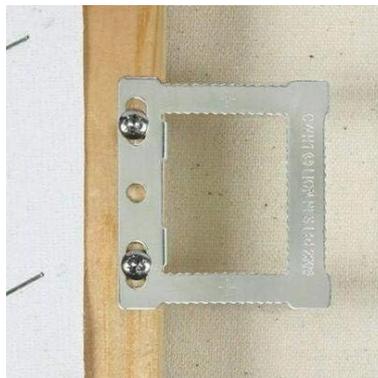
## Framing and Glazing

1. Framing 2D works is strongly recommended. Unframed works will be displayed at your own risk. Unframed works on paper may be pinned or taped to the wall, while unframed works on canvas board or card may be taped or Velcro-ed to the wall.
2. Framed works and stretched canvases must not be delivered with any protruding hanging hardware, as this could potentially damage other exhibitors' works.

Below are examples of acceptable fixings that may remain on the frame.



D-Rings



Sawtooth Hangers



Split Battens / French Cleets

Below are examples of fixings that should be removed or reversed as they can damage other work.



Mirror Plates (unreversed)



Screw Eyes

If you are submitting a framed work or stretched canvas, the Gallery will attach mirror plates to your work. Please ensure the frame is of sound quality.

## Inadmissible Work

The Broadway Gallery is open to all artists; however, the following works are inadmissible:

- 2D works with a surface area larger than **4800cm<sup>2</sup>**
- 3D works with bases larger than **50 x 50 cm**, height over **180 cm**, or weight exceeding **35 kg**.
- Multipart works (e.g., diptychs, triptychs, installations).
- Printed reproductions of original artworks.
- Works containing harmful substances, bodily fluids, or are deemed to be unsafe.
- Offensive works or those that reinforce negative stereotypes.\*

\*Please contact the Broadway Gallery if you have any doubts about the subject matter you are submitting.

## Sales Process

Unfortunately, the Gallery cannot advise you on how to price your specific artwork, although we have added a pricing guide to our 'Letchworth Open Tips' document that you might find useful.

1. The Gallery will charge a 30% commission on the net price (excluding VAT), or a flat rate of £21 (whichever is greater). The entry form will automatically calculate the VAT, Gallery Commission, and the amount you will receive. You only need to provide the overall price you wish the work to be sold for.
2. The Gallery manages the entire sales process and will collect full payment from the buyer. If your artwork sells, you will be notified by the following Tuesday. Due to GDPR regulations, the Gallery cannot share the buyer's personal details with you. However, buyers have the option to grant the Gallery permission to share this information.
3. The Gallery will handle all arrangements with the buyers to collect their purchase.
4. As a VAT-registered business, the Gallery will deduct 20% VAT from the overall sale price (not just the commission) in line with UK VAT law, which requires VAT to be applied to the total sale price.
5. **Payments:** Artists will be contacted within two weeks of the exhibition closing with instructions on how to invoice the Gallery. Payments will be made within 30 days of receipt of the invoice.

## Print Editions

If you have submitted a print that is part of an edition, the Gallery offers the option to sell unframed versions of the same print. These will be presented in a browser display at the Gallery front desk.

We will not sell photographic reproductions of original artworks.

1. Prints must be from the same print run as the work in the exhibition.
2. Print editions must be supplied to the Gallery individually wrapped in clear acetate with a stiff board for protection.
3. No more than five prints should be delivered to the Gallery. The Gallery will contact you if additional prints are required
4. The same sales rules apply to unframed prints to artworks in the Open.

## **Exhibitor Preview**

1. Exhibitors will be invited to the preview on the date outlined in the Key Dates.
2. Exhibitors can bring as many friends and family members as they like to the preview.
3. A paid bar will be available at the preview, with each exhibiting artists receiving one complimentary drink, and their name will be included on the list at the bar.

## **Closing Event**

1. A Closing Event will be held on the final day of the exhibition at the date and time specified in the Key Dates. At this event, the People's Choice Award will be announced and prizes for the subject specialist categories will be presented.
2. The Gallery will remain open for collections between 5–7pm on this day for artists wishing to take their work home.

## Collection of Exhibited Works

1. Artists must collect any unsold work during the period outlined in the Key Dates.
2. The Gallery hosts a closing event on the final day of the exhibition between 4.00-5.00pm to allow you one more chance to see the exhibition, and will stay open between 5.00–7.00pm on this day for anyone wishing to collect their artwork immediately.
3. A charge of £15 per week (or part week) will apply for any work not collected within the designated collection window. The Gallery will store unsold works for a maximum of 10 weeks before they are disposed of, either by being donated to charity, sold, or destroyed.

## Letchworth Open Bursaries and Prizes

Changes for the 2026 Letchworth Open include how we select the three Bursary Artists. As before, we will continue inviting previous recipients of the bursaries to help shortlist the artists. However, for 2026 we are asking Open applicants to register their interest and submit an artist CV, a portfolio of works, and a short statement of intent (250-500 words) outlining what they would do if they received a bursary.

This change allows us to be more democratic and fairer to those who do not have an online presence. Previously, we needed to research the artists that had been shortlisted based on the single work exhibited on the wall, but now we will give you the opportunity to show us more work.

1. To be considered for an Open Bursary, applicants must submit a single multi-page PDF portfolio containing the following:
  - A short Statement of Intent (250-500 words) explaining what you would like to do with the bursary and the exhibition at the Gallery in 2027.
  - Up to 10 images of your work, or links to view video or audio files.
  - Your artist CV.
2. Bursary submissions will open on the same date as the Open Call and close on the date outlined in the key dates. Please note that feedback cannot be provided for unsuccessful bursary applications.
3. Several discipline prizes will be awarded, typically including Painting, Drawing, Printmaking, Sculpture, Applied Arts, Photography & Video, and Digital.
4. Prize winners will be notified the day before the exhibition preview, and their label will be marked to indicate the award. Prize winners are strongly encouraged to attend the Closing Event to receive their prize.
5. The People's Choice Award is voted on by the public throughout the exhibition.

## Key Dates

- Submission opens: Monday, 20 April 2026
- Submission deadline for the Open: Monday, 18 May 2026, midnight.
- Delivery of work: Wednesday 27 May 2026 – Sunday 31 May 2026, 10am - 5pm\*
- Submission deadline for the Bursaries: Monday 1 June, midnight
- Exhibition Private View: Saturday 13 June 2026, 2pm – 8pm & Sunday 14 June 2026, 2pm – 5pm
- Exhibition dates: Wednesday 17 June – Saturday 25 July 2026\*\*
- Closing Event: Saturday 25 July, 4pm - 5pm
- Collection of work: Wednesday 29 July – Sunday 3 August 2026, 10am – 5pm\*

\*Sunday Opening for Deliveries and Collections

\*\*Gallery Opening Hours: Wednesday – Saturday, 10:00am-5:00pm