



**Creative
United**

What is Own Art?

- Own Art is a Creative United initiative with support from Arts Council England, Arts Council Northern Ireland, and Creative Scotland.
- We offer interest-free finance on the purchase of original works of art across a network of almost 300 galleries + art fairs.
- 99% of surveyed customers would use the scheme again.
- 85% of surveyed customers say they would not have made the purchase without the availability of an Own Art loan

Aims & Benefits.

- Make buying art more affordable and accessible, especially for first-time buyers and those on lower incomes.
- Promote the presentation and sale of high-quality art across the UK.
- Support artists and galleries by providing increased sales.
- Potential to up-sell to customers by offering them greater spending power that fits within their budget.
- Converts more browsers to customers – finance brings forward the customer's buying decision, allowing them to afford what they want today.

How does it work for me?

- Bow Arts are a member of Own Art and can process loans on artists' behalf.
- Loans are available from £100 - £2,500 and are repayable by the customer over a 10-month period.
- Items sold using Own Art must be an original work of art (i.e., not a reproduction/giclee print of a work in another medium), and prints must be of an edition size no greater than 150.
- If your customer is accepted, they will make repayments by direct debit to Hitachi Capital, you will receive payment from Bow Arts once it is received from the credit provider.

Creative United South Wing | Somerset House | Strand WC2R 1LA

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How does it work for the customer?

- Once the customer has decided they would like to pay using Own Art, you can refer them to a Bow Arts representative who can begin processing an application for your customer.
- The application process takes 10-15 minutes, and the customer will need to provide personal details and have appropriate ID checked.
- The outcome of the application is immediate – if a customer is declined, they can pay another way if they would still like to make the purchase.
- Provided the customer is accepted they can take their art home and will begin paying by direct debit a few weeks after the application.
- For items costing over £2,500, the customer can use an Own Art loan as part payment, and multiple items, including framing and shipping costs can also be included in the total value of the loan.
- Customers can also combine purchases from multiple artists under one Own Art loan.

Talking about credit

- Point Of Sale material and price breakdown on labels can act as a 'silent salesperson' so you do not necessarily need to bring up Own Art first, the customer already knows they can spread the cost of their purchase by looking at the labels.
- Mentioning the scheme early on introduces the idea from the beginning of your interaction.
- You can also mention Own Art as an alternative way to pay alongside Credit and Debit cards.

Want to know more?

- Visit www.ownart.org.uk for up-to-date news about Own Art and our member network.
- Follow Own Art on Facebook ([@ownart](https://www.facebook.com/ownart)), Instagram ([@own.art](https://www.instagram.com/own.art)) and Twitter ([@ownartscheme](https://twitter.com/ownartscheme))
- For information about other services provided by Creative United or to access reports and case studies about our projects visit www.creativeunited.org.uk

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