



Craft Central: In Business Bulletin July to September 2009

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Booking procedure and important notes

To book a place fill in the booking form attached to this bulletin and return it with payment to the Craft Central office. All sessions must be paid for in advance and places will only be confirmed on receipt of payment. Craft Central's in Business training programme works on a first come first served basis so you are advised to return your form with payment as soon as possible to secure your place.

If you are unable to attend please give as much notice as possible by phone. Once booked, Craft Central does not refund for any training cancelled or unattended by designer makers. All Courses and Seminars are held at Craft Central, 33-35 St John's Square EC1M 4DS, unless otherwise stated.

Payment note - Craft Central would be very grateful if training/events participation payment could be paid via bank transfer to the Craft Central account, instead of paying by cheque. Account name Craft Central, Account no. 01516186 Sort code 30-92-32. We hope this doesn't cause you too much inconvenience. **Cash/Cheques will continue to be accepted.** Many thanks.

Craft Central Contacts

Sarah Hewett
Events and Professional Development Manager

sarah.hewett@craftcentral.org.uk

Siobhan Henderson
Events and Professional Development Administrator

siobhan.henderson@craftcentral.org.uk

Please find the 'Craft Central Feedback: Commendations and Complaints' policy at the end of this document.

Business Development & Support Overview

Thurs 16 July	Self Assessment for the Self Employed Group Workshop by Martin McKee, Inland Revenue
Tues 21 July	Business Development and Planning Surgeries by Rachel Smart
Mon 27 July	Summer Network Roof Party Craft Central
Wed 29 July	CAD/CAM as a Craftsman's Tool Group Workshop by Jack Meyer, Director of Technology at H 3-D
Wed 5 Aug	Selling Yourself and Your Work Group Workshop by Dan Maier
Tues 11 Aug	Press Coverage: Essential PR Tips & Writing a Press Release Group Workshop by Jacquie Richardson
Wed 12 Aug	Business Development and Planning Surgeries by Rachel Smart
Tues 18 Aug	Evening Talk: Tips and Tricks by Talya Coen of Talya Design
Wed 2 Sept	'What's next?' Life after study for designers Group Workshop by Selina Rose
Thurs 3 Sept	Evening Talk: Tips and Tricks by Michelle Mason
Fri 4 Sept	Career Development Surgeries by Shelley Partridge
Mon 7 Sept	Business Tonic Surgeries by Dan Maier
Thurs 10 Sept	Using online communication and collaboration tools to develop your business Group Workshop by Alison Coward of Bracket
Tues 29 Sept	Becoming Self Employed Group Workshop by Martin McKee, Inland Revenue
Date TBC	Product Feedback Panel By Emily Jo Gibbs, Jacquie Richardson & Sarah Hewett
Date TBC	Informal advice surgeries by the Craft Central Team

One to One Topic Specific Surgeries

Career Development Advice Surgeries

by Shelley Partridge

Fri 4 Sept

10.45am, 12noon, 2.15pm & 3.30pm.

‘Shelley and I discussed all aspects of my work from designing and making to teaching and mentoring. It was great to have an experienced person’s perspective on which areas to develop.’

Craft Central Network Member

Shelley Partridge is a careers consultant and coach, founder member of the University of the Arts London creative careers team. She has 25 years’ experience helping new creatives develop networks, skills and confidence to build a successful career in the creative industries, both as a practitioner or in any role in the creative sector. Shelley now works as a freelance careers coach, trainer and writer.

You may want to take a look at how your career is developing – where you are now, where you want to be, and what help and resources you need. Shelley can help you to:

- Write a winning CV
- Work on job and funding applications
- Prepare and run through presentations and interviews for award panels and jobs.

Cost £25

Business Development and Planning Surgeries

by Rachel Smart

Tues 21 July & Wed 12 Aug

2pm, 3pm, 4pm and 5pm

‘Rachel is excellent and encouraging - she installs faith!’ Craft Central Network Member

Rachel trained as a designer and was director of an architectural practice before completing an MBA. Since 2000 she has been advising design businesses to help them achieve more profit with less stress, teaching design management at a number of educational institutions and working with support organisations including Crafts Council, Arts Council and University of the Arts. Rachel has also completed research into the successful strategies of small design businesses through a PhD at Birkbeck, University of London.

Rachel advises small design businesses to help them achieve more profit with less stress. These surgeries allow individuals to express concerns and receive suggested remedies, plan for the long term (up to 5 years) and offer encouragement, increase confidence and raise expectations. Each surgery lasts one hour and delegates can provide details of topics they wish to cover beforehand through the Craft Central office.

Cost £25

Business Tonic: Surgeries

by Dan Maier

Tues 30 June

2pm, 3pm, 4pm and 5pm

'Dan is the most helpful person I've ever met to advise me on my business.'

Craft Central Network Member

Dan Maier's lighting designs sold through Harvey Nichols and Liberty and became best-sellers in Heals and The John Lewis Partnership. She grew her business from a 'one man band' to a limited company employing 20 people and owning her own studio. With over 10 years working in the industry, she now shares her wealth of knowledge and experience as a business advisor to designer makers.

These sessions are for designer makers at any stage in their career who are tackling a particular issue and need advice. There may be things you want to improve with your business, situations you're concerned about or areas where you feel stuck and simply don't know why it's not working. An informative and invigorating hour can recharge your batteries so that with increased knowledge and clearer missions you'll be rushing back to work!

Cost £25

Informal advice surgeries

by the Craft Central Team

Half hour appointments available. Contact the Craft Central office to book.



'Everyone is very helpful, welcoming and professional.' Craft Central Network Member

The friendly and approachable Craft Central team possesses many years of craft and design sector experience. These advice surgeries offer designer makers at all career stages an opportunity for an informal discussion and signposting.

Contact the Craft Central office for more information on the relevant team member for you and to arrange a half an hour surgery to pick their brains on the following areas:

- Professional development and business skills training.
- Events and exhibition planning.
- Gallery hire.
- Marketing and promotion - PR and press releases for craft and design events.
- Workshops and studio spaces.
- Health and safety issues.
- Network benefits.
- Work Experience.
- Work experience (Skills Brokerage).
- Working with schools.

If the Craft Central team doesn't have the answer, they'll know who does! They will point you in the right direction for the most appropriate further training and advice.

Cost £10

Group Seminars

Self Assessment for the Self Employed

by Martin McKee, Inland Revenue

Thurs 16 July

10.30am - 2.30pm

‘Clear and helpful, Martin presented facts in a friendly manner.’ Craft Central Network Member

Don’t forget Self Assessment has changed! In this workshop Martin will tell you:

- How to complete the self-employment pages of your Self Assessment tax return
- Which expenses and allowances you can claim
- When to send in your tax return
- How and when to pay your tax and Class 4 National Insurance
- Online services

Martin has worked as a Business Advisor for the HMRC Advice Team for the last eight years. The Advice Team gives free help, advice and training to new and small businesses, supporting both self-employed (freelance/sole trader) and limited companies. Along with Craft Central, Martin has also worked with a range of creative organisations such as The Design Council, Royal College of Art, Chelsea College of Art, The Enterprise Centre for the Creative Arts (ECCA) as well as other enterprise agencies.

Cost Free

CAD/CAM as a Craftsman's Tool

by Jack Meyer, Director of Technology at H 3-D

Wed 29 July

2-3.30pm



CAD/CAM has recently become a readily-available and cost-efficient resource for small jewellery businesses, but how can computers possibly help a craftsman? Join Jack Meyer from H3-D as he demystifies Computer-Aided Design and Computer-Assisted Manufacture, and examines the possible roles these tools can play in the craftsman's creative process.

H3-D is a team of CAD/CAM jewellery manufacturing technology specialists who provide production services, independent advisory, and training for the UK jewellery industry. With expertise in all major jewellery CAD software packages, they are uniquely able to help jewellery businesses find the right hardware or software to make the most out of their skills.

Cost £5

Selling Yourself and Your Work – Getting Known For What You Do

by Dan Maier

Wed 5 Aug

2pm-5.30pm

‘Invaluable! Clearly explained and really answered my questions thoroughly.’

Craft Central Network Member

People love what I do so why aren't I successful? Why am I not selling enough? Why aren't people beating a path to my door? I know I'm good but when is the rest of the world going to realise?! I feel sick at the thought of having to ring a potential client cold. If these thoughts have crossed your mind then this is the workshop for you... If you're waiting to be discovered... you may have a long wait unless you're prepared to help people find their way to you! If you hate the idea of having to make cold calls, don't panic Dan will help you to conquer your fears and get results.

Selling is often a dirty word to the creative mind but a vital part of making your business a success. Dan aims to transform this way of thinking and embrace "selling" as a positive and practical activity. She will help you identify what's special about your work and how you can let the world know about it. You will work out how you can present yourself and your work in the most effective way in the most appropriate arenas thus building an audience and client base for your work.

This workshop includes:

- Identifying what's really unique about your product
- Approaching potential clients in a professional manner that will get you taken seriously
- PR – promoting yourself through the press and media (including how to write a press release and how to contact the press)
- Identifying appropriate arenas for selling your designs

All participants should bring examples of their work to the workshop.

Cost: £15

Reduced cost of £10 for those designers exhibiting at Craft Central's One Day Designer Sale: Interior Products for the London Design Festival in September.

Press Coverage: Essential PR Tips & Writing a Press Release

by Jacquie Richardson

Tues 11 Aug

10am-11.30am

‘I found the material covered very relevant - Jacquie is professional, very friendly and sincere.’

Craft Central Network Member

Looking for press coverage? This interactive group workshop is ideal for those designers who want to start contacting the press and media in order to generate exposure for their business. Jacquie will share her 30 years knowledge of PR to explain the technique of writing fabulous press releases. Jacquie will also outline how to target the right press contacts for your work, build successful relationships with journalists for the future and plan ahead so that PR becomes a vital part of your business.

Jacque Richardson has worked in public and media relations for over 30 years running her own PR Company specialised in restaurant and travel. Her clients have included interior and product designers, shops, furniture manufacturers and property developers.

Cost £15

‘What’s Next?’ Life After Study for New Designers

by Selina Rose

Wed 2 Sept

10-12.30pm

‘Selina is friendly, informative, knowledgeable and very helpful. She is genuinely interested in you – thoughtful and interesting.’ Craft Central Network Member

Are you a recent design graduate or a designer about to start your own business? Kick start your career!

Award winning designer maker Selina Rose specialises in textile and surface design. She set up her studio in 2005 creating intricately cut and printed felt interior surfaces. Selina works to commission on projects for architects and interior designers and supplies high-end retailers such as Heals. Alongside her own product range, Selina also designs for leading high street retailers and for 2 years designed in house for the UK’s number one home retailer. Selina exhibits and sells her work around the world and in 2007 was nominated for the prestigious Homes and Gardens classic design awards. She has received extensive press coverage from magazines such as Living etc, Grand Designs and Selvedge.

In this workshop Selina will share her own design industry experience as an award winning designer maker specialising in textile and surface design. Having run her own studio since 2005, she is equipped to give you the practical skills to prepare you and your work for the industry.

Topics covered include:

- Establishing your identity
- Pricing and costing
- Taking orders and commissions
- Funding and support
- Promoting and marketing
- Press and exhibiting

Cost £15

Using online communication and collaboration tools to develop your business

by Alison Coward of Bracket www.bracketprojects.co.uk

Thurs 10 Sept

11am – 1pm



Most creative businesses have an online presence to showcase their work, but increasingly there are more opportunities to use the web to communicate and create a dialogue with customers and other creative businesses. Furthermore, many of these tools are free! Social media such as online networks and blogs can

be used for self-promotion. Other tools enable individuals to connect and collaborate with others. This session will cover some of the tools available and how to use them effectively in your practice, as well as discussing any issues that might arise and how to deal with them.

Bracket is an agency that works with creative practitioners to develop and deliver collaborative projects through the use of online tools. Bracket provides support to ensure that creative micro-businesses are able to get their ideas off the ground and through to completion by sharing their knowledge, skills and resources with others.

Bracket was founded by Alison Coward who has a background in creative business support working as a project and programme manager, business advisor and university lecturer. Alison was previously the Events & Membership Manager at Hidden Art and after completing an MA in Enterprise and Management for the Creative Arts, now manages ECCA (Enterprise Centre for the Creative Arts) based at University of the Arts London.

Cost £5

Becoming Self Employed by Martin McKee, Inland Revenue

Tues 29 Sept
10.30am - 2.30pm

'Very informative and entertaining as well – Martin was easy to talk to.' Craft Central Network Member

In this workshop Martin will tell you:

- Registering your self-employment
- Tax and National Insurance for the self-employed
- Record keeping (including which expenses and allowances you can claim)
- VAT
- How and when to pay
- Online services

Martin has worked as a Business Advisor for the HMRC Advice Team for the last eight years. The Advice Team gives free help, advice and training to new and small businesses, supporting both self-employed (freelance/sole trader) and limited companies. Along with Craft Central, Martin has also worked with a range of creative organisations such as The Design Council, Royal College of Art, Chelsea College of Art, The Enterprise Centre for the Creative Arts (ECCA) as well as other enterprise agencies.

Cost Free

Product Feedback Panel by Emily Jo Gibbs, Jacquie Richardson & Sarah Hewett

Date TBC
30 minute appointments



During your 30 minutes with the panel, you will discuss your work and present your product. The panel can critique your current collection from a consumer angle and offer advice using their sector knowledge. Please

bring along examples of current work and promotional material (e.g. postcards or images of your work).

Emily Jo Gibbs has established an international reputation for her exquisite handbags over the past decade. She has received significant critical acclaim for her work and pieces are held in the permanent collections of the V&A, the Crafts Council and The Museum of Fine Art, Houston. Emily has a wonderful talent for combining materials and creates beautiful objects that have been inspired by her observations of nature.

Jacque Richardson has worked in public and media relations for over 30 years running her own PR Company specialised in restaurant and travel. Her clients have included interior and product designers, shops, furniture manufacturers and property developers. In addition to being a current and dedicated trustee of Craft Central Jacque is on the board of performance artist Bobby Baker's Daily Life Company and Opera Circus.

Sarah Hewett – Events & Professional Development Manager at Craft Central

With a background in art and photography, Sarah is responsible for the organisation of Craft Central's events and exhibitions. She also coordinates the Business Training Programme and ensures it is tailor-made for designer makers.

Cost £10

New into Business Mentor Programme

by Michael Humfrey

'Michael's been absolutely brilliant! He's an amazing support in many ways and continues to help my business. He has assisted me in organising the financial part of my company and with important things like costing products. He has helped me with various contracts and has opened my eyes to the aspects in business to watch out for! He also listens and gives his experienced opinion regarding design worries. He promotes my range when travelling around the country, mentions me to any boutique that he pops into and visited me at my first trade show! I am very lucky to have been part of this mentoring scheme with Michael and really do recommend it!'

Craft Central Network Member

If you are new into business (0-3 years) and need extra guidance and support why not sign up for Craft Central's mentor programme.

Business Advisor **Michael Humfrey** will assess your needs and subsequently arrange to meet you regularly. Michael will mentor you for as long as he feels necessary, this will vary depending on each designer's issues and goals although there is a maximum of 15 hours. Each mentoring session lasts approx one and a half hours and can take place at Craft Central or your studio (within reason).

How to apply

To apply for the Mentoring programme please phone the Craft Central office for an application form or email inbusiness@craftcentral.org.uk . After being submitted your application will be assessed and if successful a hugely subsidised fee of £50 will be required to cover the entire package of support by Michael.

Cost £50 (Working out at an incredibly reasonable just over £3 per hour of mentoring!)

Network

Renewing your membership

Don't forget that Craft Central Network membership expires 31 July!

Your membership for 2008/09 is coming to an end, but fear not! It's really easy to renew your Network membership for another year and continue benefiting from the fantastic opportunities delivered by Craft Central.

Renewing is simple! In July, all current Network members will be contacted regarding renewal and payment of £40 (annual membership fee). **Renew before 31 August and be entered into a draw to win a bottle of bubbly!**

After 1 August 2009 designers who have not renewed their Network membership will no longer receive any information from Craft Central. If you have your own profile page on the Craft Central website and do not renew your membership it will be removed at the end of August 09.

If you decide not to renew, let us know why - we appreciate your feedback and will endeavour to improve our services for future Network members.

If you have any queries about renewing your membership contact Sarah Hewett or Siobhan Henderson in the Craft Central office on 020 7251 0276

Welcome to new Network members!

The Craft Central Network currently has almost 500 members – here are the latest recruits!

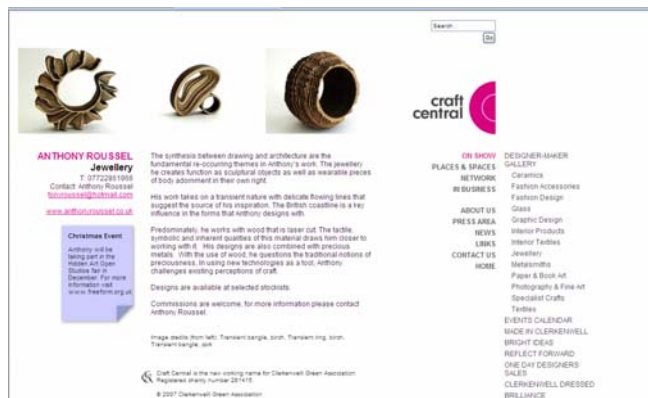
Company Name	Website	Discipline
Issy B	www.issyb.co.uk	Fashion Accessories
Maria Lau	www.marialau.co.uk	Jewellery
Georgina Colbeck		Illustration/Printing
Paola X		Jewellery
K Jewellery	www.katelljewels.com	Jewellery
Jenny Llewellyn	www.jennyllewellyn.com	Jewellery
Mandana Oskoui	www.mandanaoskoui.com	Jewellery
Howard Raybould	www.howardraybould.com	Fine Art/Painting
Sommerville Scarves	www.sommervillescarves.com	Textiles
Loglike	www.loglike.co.uk	Interior Products
Ridley and Dowse	www.ridleyanddowse.co.uk	Jewellery
Oria Jewellery Ltd	www.oriajewellery.co.uk	Jewellery
English Relics	www.englishrelics.co.uk	Jewellery
Ana Vicente	www.anavicente.co.uk	Paper/Books
Pilar Walteros		Jewellery
Deborah Werbner		Jewellery

www.craftcentral.org.uk Update

'Being a member of Craft Central is very good for my business presence and profile on the web.'

Craft Central Network Member

The new Craft Central website has been live for nearly 18 months! Since it was launched in Sept 07 it has had over 50,000 unique visitors. The Designer-Maker gallery section displays the work of over 420 designer makers. This and the Events Calendar are the most popular areas of the website.



Example of a designer-maker profile page on the Craft Central website

Do you have a page in the Designer Maker Gallery?

All Craft Central Network members and licensees are eligible for a page within the Designer Makers Gallery section. To add your details you need to fill out an entry/update form and **email** it to the Craft Central office at **onshow@craftcentral.org.uk**. This can be added to or updated by Craft Central at anytime and no fee is involved. Download the entry/update form **including instructions** at www.craftcentral.org.uk/membersarea

Your web profile page includes:

- A body of text (maximum 250 words)
- Three images of your work with titles
- Your company contact details
- Link to your own website
- A news section - allows you to add in recent news concerning your business. Located to the left in a purple box this will only be on display if it contains news.

The old CGA Website – Important Note

Please note that the old Clerkenwell Green Association (CGA) website is no longer live on the internet and cannot therefore be viewed. If you still have a web link on your own website to the old CGA website please remove it or update it with www.craftcentral.org.uk. The more links we have pointing to the new Craft Central website the higher up the Google listings we will move.

Weekly E-Newsletter

At least fortnightly Craft Central sends out an email full of opportunities and news. If you want to get a message out to the Network, have studio equipment etc. to sell or need some help or advice please email a small email advert written in the third person to Siobhan at inbusiness@craftcentral.org.uk. Craft Central will only send out information that we feel is of real benefit to the Network.

Craft Central presents the Kick Start database

A database package designed by Michael Hannah specifically for designer makers.

‘Michael is a good communicator for a complex subject.’

Craft Central Network Member

Efficiency is vital for any business and utilising technology is the key. One of the tools that can help is a good database programme for your computer. Craft Central is pleased to offer all its members the opportunity to purchase at a significant discount the Kick Start database package. This package contains everything you need to start using the database and Craft Central will regularly organise the necessary training to help you develop your database and fully utilise its functions.

What is Kick Start?

Kick Start is a database package designed, built and developed by IT specialist Michael Hannah, specifically for designer-makers. Kick Start has been constructed using FileMaker Pro, a popular and user-friendly database application which is notable for operating on both Mac and Windows computers. This database has been developed to manage critical information on clients, correspondence and products using an easy to understand format. If your client contacts, product details and invoicing information is scattered about your studio then “Kick Start” is all you need to organise yourself and your business.

- Store and classify contact details of all your clients and details of all your products
- Identify your customer's purchasing history, this sales history can identify your best sellers and your best clients
- Print quotes for jobs and invoices or receipts for sales, export data for use in mailing labels, spreadsheets etc
- Create simple emails and bulk mailers
- The database is password protected and can be easily backed up

What does the Kick Start Package Include?

There are two levels of Kick Start package available:

- Level 1 is ideal for designer-makers who may not be familiar with using a database. The runtime version is less expensive and offers the flexibility of upgrading to the level two package at a later date.

Normal price £100

Price for Craft Central members £80

- Level 2 is appropriate for designer-makers with more complex initial requirements, who demand a greater level of customisation or who wish to make changes themselves to the basic file structure from an early date.

Normal price £250

Price for Craft Central members £220

Want to know more?

Appointments can be made to see Michael Hannah via the Craft Central office.

For more information contact Sarah Hewett at Craft Central on 020 7251 0276

Networking Initiatives

Evening Talk: Tips and Tricks from Michelle Mason

Thurs 3 Sept
6pm



Each quarter designers from the Network or industry experts are invited to come and share their experiences.

Come along, enjoy a glass of wine and ask questions in a relaxed atmosphere. A fantastic networking opportunity to mingle with fellow designer makers!

Successful designer Michelle Mason runs her own product design practice in east London. She designs interior and exterior lighting solutions as well as objects for the home and launched her first products at the Milan Furniture Fair in 2005. Amongst other trade shows, she has subsequently been selected to exhibit at 100% Design in 2005, 2006, 2007 and 2008. Exciting current projects include developing a range of merchandise for the new Royal Festival Hall shop and a collection of home wares for the London Transport Museum. Michelle was one of six Craft Central Bright Ideas 2008 award winners.

Cost £5 (Including complimentary wine)

Evening Talk: Tips and Tricks from Talya Coen

Tues 18 August
6pm



Each quarter designers from the Network or industry experts are invited to come and share their experiences.

Come along, enjoy a glass of wine and ask questions in a relaxed atmosphere. A fantastic networking opportunity to mingle with fellow designer makers!

Talya Coen is an Art director, Display Designer and stylist, with years of experience ranging from Window Display Design, Events Theming, Set Design and Exhibitions. Launched 4 years ago, 'Talya Design' (www.talyadesign.com) specialises in unique design ideas, styling and installation of corporate and private events and fashion projects. Talya's projects include: The Brit Awards stage for the Scissor Sisters, Imperial College reunion event, M&S Lingerie launch, and Polo Ralph Lauren Christmas store displays.

Talya will offer exciting ideas and display tips for designer makers who wish to exhibit, sell, or promote their work. She will focus on ways to enhance products, engage and encourage clients' interest, and ultimately sell work!

Cost £5 (Including complimentary wine)

Summer Party on the Roof

Mon 27 July

6-8pm

Craft Central invites you to the Network Summer Party on the roof!

Experience the fabulous views of the city from the roof of Craft Central's building in St John's Square, and catch up with fellow Network designer makers over a summer drink.

Cost Free (Including complimentary refreshments)

Craft Central Exhibition Opportunities

Imminent Application Call for Made In Clerkenwell: Winter Open Studios at Craft Central, Nov 09

<http://www.craftcentral.org.uk/madeinclerkenwell>

Made in Clerkenwell offers an intriguing 'behind the scenes' chance to explore the Craft Central studios and mingle with the community of renowned designers. Check out www.craftcentral.org.uk/madeinclerkenwell/ for more details.

Dates for the winter event have been set, so get those diaries at the ready and pencil in...

26-29 Nov 2009.

The Made In Clerkenwell Winter 09 application form and information on how to participate will be circulated in the summer, so keep your eyes peeled!

One Day Designers Sale: Interior Products 22 September 2009

<http://www.craftcentral.org.uk/one-day-designers-sales>

Craft Central is planning the annual one day sale event for interior products to coincide with the London Design Festival. The event is a chance for designer-makers to sell work directly to the public. Alongside sneak previews of exciting new work, each designer will offer selected pieces at discounted prices and provide opportunities for the public to snap up bargains from previous collections. The disciplines eligible to apply include ceramics, glass, interior textiles and soft furnishings, lighting, furniture etc...

The One Day Designers Sale: Interior Products 09 application form and information on how to participate has been circulated. The deadline is imminent (10 July 2009), so don't forget to apply!

Craft Central: On Show

The designers taking part in the following events have already been selected. To view details of all the exhibitions and events that you can visit at Craft Central see the Events Calendar on the website www.craftcentral.org.uk/calender

Made In Clerkenwell: Summer Open Studios at Craft Central, 14-17 May 09

'I had a great few days meeting people and getting positive feedback on my work. The past couple of events I've done with Craft Central have been extremely helpful in launching my new range to the public.' Craft Central Network Member

'Lovely friendly atmosphere, really well organised event. It was a real pleasure to take part in Made in Clerkenwell.' Craft Central Network Member

<http://www.craftcentral.org.uk/madeinclerkenwell>

Congratulations to everyone who took part in Made In Clerkenwell in May. The atmosphere was fantastic this year, with 80 designers involved.

Please find below a few statistics from the event that might interest you:

- Total number of visitors: 1100
- (With 12% more visitors than May 2008, this is a great turnout for summer open studios)
- Of the total visitors, 609 paid to enter the event and 491 visited on a complimentary ticket.
- Total number of designers: 80
- Between February and May 2009, 2544 visits were made to the Made in Clerkenwell page of the Craft Central website.
- We received lots of publicity through the press, with the event featuring in the following publications: City AM, Time Out, The Times, Time Out online, View London.com, The Guardian online, House & Garden online, Bench Peg, London Town.com, Evening Standard's Homes and Property web diary, QYPE.co.uk ('Hot Events in Farringdon!'), City Wharf magazine, Crafts Council website, YF Tokyo Fashion online, News Digest (Japanese magazine), Domestic Sluttery.com, and various other blogs, and local press (eg, The Islington Tribune). (Check out the crowded Press notice board in the St Johns Square Building's foyer!)
- 15,000 flyers were distributed (including 4000 through London Calling).
- Credit card sales (through the Craft Central facility) were equal to those taken at the Winter 2008 event.

Coutts London Jewellery Week – Brilliance 2009 9-14 June 2009

<http://www.craftcentral.org.uk/brilliance>

Congratulations to all who participated in Brilliance for CLJW at Craft Central!

The Brilliance exhibition for Coutts London Jewellery Week was a great success, with 15 designers exhibiting stunning contemporary jewellery at Craft Central.

Please find below a few statistics from the event that might interest you:

- Despite the unfortunate tube strike, 300 visitors attended Brilliance (equal to Brilliance 2008).
- The Brilliance 2009 page of the Craft Central website was viewed 2,243 times.
- We received lots of publicity through the press, with the event featuring in the following publications: The Times, Harpers Bazaar online, Retail Jeweller, The Evening Standard (Homes & Properties online), Bench Peg Newsletter, Findings magazine, Coutts London Jewellery Week website and guide, and various other websites.
- 5000 flyers were distributed.

Craft Central Exhibition Facilities

Craft Central is now taking 2010 bookings...

The central London exhibition facilities at Craft Central can be hired out at a **highly subsidised fee** by Network Members. Perhaps you want to launch a new product range to the press, sell off some old stock to the public or curate and organise your own group exhibition? **To book the facilities phone Sarah Hewett in the Craft Central office for an application form and details of availability.** The facilities can be viewed by appointment.

The Corner Shop (21 Clerkenwell Green)

Located on the corner of Clerkenwell Green this is an ideal space to sell your work direct to the public. This is a self contained unit with direct street access. Facilities include the use of the exhibiting space and window display area, advertising board and a set of keys. You may want to consider providing your own display units/clothing rail etc. Tall jewellery cabinets can be hired from Craft Central.

Hire for one week (7 days): £75

(Working out at just over £10 per day!)

The Corner Shop is fully booked for 2009, however if you're interested in holding a 'Pop Up Shop' please get in touch as we are now organising bookings for 2010.

The Showcase (33-35 St John's Square)

The Showcase is an ideal and well-equipped space in which to exhibit and/or sell your work. Facilities include the use of the exhibiting space, glass showcase cabinets and the cantilever cabinets in the foyer, kitchen and storage facilities and use of the window display area. This space is also large enough to host a private view.

Hire for one week (7 days): £120 for individuals

£170 for groups of 2 or more

Although booking has begun for 2010, there are still available hire dates for 2009 - please get in touch to discuss your exhibition, sale or event ideas!

The Showcase Window (33-35 St John's Square)

The Craft Central window is a great display area, situated in a bustling central London square, offering the opportunity for designers' work to be viewed from afar!

The display changes on a weekly basis and is available to hire by Craft Central designers of all disciplines, with the exception of jewellery and high value items. Contact Sarah in the Craft Central office for details on how to book the window space.

Hire for one week (7 days): £15

Further Hire Updates

Cancellation Procedure for the Corner Shop and the Showcase:

50% of total hire fee required if booking cancelled **less than one month** in advance.

25% of total hire fee required if booking **cancelled over one month** in advance.

Terms & Conditions and Key Deposit for the Corner Shop and the Showcase:

A **£20 refundable deposit** has been introduced to cover the loan of keys and to ensure designers adhere to terms and conditions of hire. This deposit is due on commencement of hire period.

Cabinet Hire for the Corner Shop and the Showcase:

Hire for one week (7 days): £25

This fee is in addition to exhibition space hire fees. 2 weeks notice is required to book display cabinets.

Credit Card facility available for hire

Following great success at Craft Central events, Craft Central is happy to offer a convenient credit card facility to designers hiring the Corner Shop or Showcase exhibition spaces.

Hire for one week (7 days): £25 for individuals

£50 for groups of 2 or more

+ 5% commission on all credit/debit card sales

This facility is subject to advanced booking. Please contact Craft Central for full details and terms & conditions of hire.

Hire of glass display cabinets

Due to popular demand, Craft Central has decided to hire out our selection of 3-shelf IKEA glass display cabinets. These smart cabinets are perfect for displaying jewellery, ceramics or other small pieces at trade shows, craft fairs or other exhibitions.

One week hire (7 days): £25 per cabinet

(+ Refundable deposit of £50 to be refunded on return of cabinet)

This does not include delivery/collection; the designer who has hired the cabinets is responsible for collecting

them from Craft Central's St Johns Square building and returning them in the same condition to the store room! **If you would like to hire a cabinet, please contact the Craft Central office for more details.**

Business Resources

IT Training and Facilities

The IT Room at Craft Central is open Monday – Friday, 10am - 5pm (except Tuesdays due to training). Facilities include computers with broadband internet access, scanning facilities, colour and black/white printers (please bring your own paper), memory card readers, zip drives and a range of software programmes including Photoshop, Acrobat and Publisher.

Affordable IT Advice for Designer Makers by Robert Popper

Tuesdays pm

‘Well presented, interesting and lively – Rob is very well informed.’ Craft Central Network Member

IT Training takes place at Craft Central every Tuesday afternoon and is delivered by Robert Popper of Electronic Marketsquares. **Sessions are £20 and last 1-2 hours.**

One-to-one sessions can cover the following topics:

- Digital cameras (basic, intermediate & advanced techniques)
- Planning a photo shoot
- Cleaning up your photos in Photoshop (basic and Intermediate training)
- Planning your web site
- Evaluating your web site, to make improvements and understand it better
- Reading your web site statistics and making sense of them
- Understanding Search Engine Optimisation (SEO) for your web site
- E-mail newsletters, announcements and invitations
- Are you ready to make the leap to e-commerce?

Please book your session directly with Rob Popper from Electronic Marketsquares at rob.popper@marketsquares.co.uk or on 07949 514 938

Office Resources

The following resources are available in the Craft Central office for members to use:

- Black and White photocopying: A4 10p and A3 20p
 - Fax facility within UK £1, International £2
 - Laminating facilities A4 50p and A3 £1
-

Insurance – Group Policy Offer

Join a group policy at a cost of £210 per annum, including contents, exhibitions, employers, and public & product liability cover.

Details provided on joining the Network.

Free legal Advice

We have negotiated a one hour free consultation meeting on any legal issues that you may have, with an intellectual property legal boutique.

Details provided on joining the Network.

The Craft Central Team

Below is an outline of who's who in the Craft Central office so that you can direct your enquires to the right person. Please find staff email addresses below.

Craft Central
33-35 St John's Square
London EC1M 4DS

If your enquiry is urgent, please phone the office rather than emailing.

Tina Searle
Chief Executive

tina.searle@craftcentral.org.uk

Sarah Hewett
Events and Professional Development Manager
(Network, In Business training and support,
On Show exhibiting opportunities and facilities)

sarah.hewett@craftcentral.org.uk

Siobhan Henderson
Events and Professional Development Administrator
(Training enquiries and bookings)

siobhan.henderson@craftcentral.org.uk

Kate Osborn
Awards for New Work Co-ordinator
(Bright Ideas and Reflect Forward)

craftcentralawards@yahoo.co.uk

Tessa Damer
Workshops Manager
(Full and Part time workspace and work experience placements)

tessa.damer@craftcentral.org.uk

Emily Mackillop
Workshops Administrative Assistant

emily.mackillop@craftcentral.org.uk

Craft Central Feedback

Commendations and Complaints

We are always pleased to receive feedback on our services. Good or bad, it enables us to develop and improve what we do.

Do tell us what you have liked about your experiences at Craft Central. Have you enjoyed an event? Did you get something positive from a training session? Do you find the website useful? Let us know!

If you haven't enjoyed your experience, or have cause for complaint, please also let us know about it. Get in touch so that we can strive to improve things in the future.

To tell us your thoughts about Craft Central you can contact us in the following ways:

- Call us: 020 7251 0276
- Email us: info@craftcentral.org.uk / firstname.surname@craftcentral.org.uk
- Write to us: Craft Central, 33-35 St John's Square, London EC1M 4DS

Picking the right person to talk to...

- If your communication is about **events or training** contact Sarah Hewett (Events and Professional Development Manager).
- If it is regarding the **premises, studios or any other matter** contact Tessa Damer (Workshops Manager).

We are keen to receive all types of feedback so that we can be sure we are providing the services you want and need. We welcome the opportunity to talk with you about any issues that you have, either by email, on the phone or in person. We will respond to all feedback within one week.

If you are not happy with the response you receive at this stage contact Tina Searle, Chief Executive. Tina Searle will respond to you within a week and consider carefully what further action may be required.

August 2008

Booking Form

July to September 2009

To book onto any of the courses and seminars please complete and return the following form with payment, where necessary. (Please circle time of preferred session and we will try and accommodate you wherever possible).

Cheques should be made payable to Craft Central and mailed to:

Craft Central, 33 – 35 St John's Square, London EC1M 4DS

Tel: 020 7251 0276

E mail: inbusiness@craftcentral.org.uk

Or, see notes at end of form regarding bank transfer payment option.

Contact Name	
Contact Address	
Telephone	
Email	

Date & Time	Course/Surgery	Trainer	Cost	Total
Thurs 16 July 10.30am-2.30pm	Self Assessment for the Self-Employed	Martin McKee	Free	
Tues 21 July 2pm 3pm 4pm 5pm	Business Development and Planning (Surgeries)	Rachel Smart	£25	
Wed 29 July 2-3.30pm	CAD/Cam as a Craftsman's Tool	Jack Meyer	£5	
Wed 5 Aug 2pm-5.30pm	Selling Yourself and Your work	Dan Maier	£15	
Tues 11 Aug 10am-11.30am	Press Coverage: Essential PR Tips and Writing a Press Release	Jacque Richardson	£15	
Wed 12 Aug 2pm 3pm 4pm 5pm	Business Development and Planning (Surgeries)	Rachel Smart	£25	
Tues 18 Aug 6pm-8pm	Evening Talk: Tips and Tricks	Talya Coen	£5	
Wed 2 Sept 10am-12.30pm	'What's next?' Life after study	Selina Rose	£15	
Thurs 3 Sept 6pm-8pm	Evening Talk: Tips and Tricks	Michelle Mason	£5	

Fri 4 Sept 10.45am 12noon 2.15pm 3.30pm	Career Development Surgeries	Shelley Partridge	£25	
Mon 7 Sept 2pm 3pm 4pm 5pm	Business Tonic Surgeries	Dan Maier	£125	
Thurs 10 Sept 11am-1pm	Using Online Communication Tools to develop your business	Alison Coward	£5	
Tues 29 Sept 10.30-2.30pm	Becoming Self Employed	Martin McKee	Free	
Date tbc 30 min appointments available	Product Feedback Panel	Emily Jo Gibbs, Jacquie Richardson and Sarah Hewett	£10	
Date tbc 30 min appointments available	Informal Advice Surgeries	Craft Central Team	£10	
			Total:	

Please Note:

Craft Central would be very grateful if training/events participation payment could be paid via bank transfer to the Craft Central account. Account name: Craft Central, Account no: 01516186, Sort code 30-92-32. We hope this doesn't cause you too much inconvenience. Cheques/cash will continue to be accepted if you are unable to arrange the preferred method of bank transfer. Many thanks.

Please post or hand deliver this booking form with cheque/cash or bank transfer payment to the Craft Central office. We can no longer accept telephone or email bookings.

Bookings are on a first come first served basis.

Training fees are non refundable.

If you have to cancel a training session please **call** the Craft Central office. Please **do not** cancel by email as this is too unreliable.

Office Use Only:

Date Received	Payment form and amount	Confirmation	Receipt sent