

In Business Bulletin: July - Sept 2010

PLEASE KEEP THE IN BUSINESS BULLETIN FOR REFERENCE!
IT DETAILS ALL TRAINING, OPPORTUNITIES AND SUPPORT
AVAILABLE TO THE NETWORK JULY-SEPT 2010...

- **Business Development and Support Overview**
- **One to One Surgeries**
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Booking procedure and important notes - Craft Central is online!

We are delighted to announce that Craft Central has launched the new specially designed Online Booking System for all In Business training sessions and events. We believe that this streamlined process has made our service more efficient, with training places immediately guaranteed and automated receipts and reminders. Not to mention, no more paperwork – saving time all round! Please visit www.craftcentralbookings.org.uk to book and pay online for all training detailed in this quarter's In Business Bulletin (we no longer accept telephone, email or paper bookings).

IMPORTANT! PLEASE NOTE:

- All training sessions must be paid for at the time of booking (via the online booking system).
- All training sessions will now be booked online – cash/cheque payments and paper forms will no longer be accepted.
- In Business training works on a first come first served basis – book early to avoid disappointment.
- Having booked a place, if you are unable to attend please give as much notice as possible by phone – emails are less reliable at short notice.
- Once booked, Craft Central does not refund for any training cancelled or unattended by designer makers.
- All Courses and Seminars are held at 33-35 St John's Square EC1M 4DS, unless otherwise stated.

Online booking instructions:

First things first! If you're yet to do so, in order to access Network prices you must transfer your membership online...

Existing Network Members - Joining Instructions:

- Visit <http://www.craftcentral.org.uk/inbusiness> and follow the link www.craftcentralbookings.org.uk
- Click on 'Join'
- If you haven't already registered on the site you will be asked to do so. Once registered you'll be sent an email, which has a link in that you'll need to click to confirm your registration.
- Once registered on the site, click on 'Join' again to proceed to the Join screen (which is just an online version of our paper Joining form).
- Fill in the details (these will be remembered for next time when you renew your membership in August).
- At the bottom of the form, ensure you select 'Existing members moving to online membership system' (This will ensure you don't pay again, since you're already a current member from the paper-based method).
- Then click on 'Join / Add to basket', then click on 'Checkout'
- You will still need to fill out your billing address details even though the network membership is free, but you won't need to put in any card details (you'll notice that the payment type is set to 'Free - No payment required')
- Then click on 'Continue' and then 'Submit Order'.
- You will then be redirected to an successful order screen.
- To ensure this has worked properly, you can click on the 'My Account' link at the top of the screen and you will see you are registered as a Network member. It will also show you how many days you have until your network membership expires.

Booking events / training:

- Click on the link to get to the booking site.
- Browse events and training using the 'Events' and 'Business Training' links.
- When booking something for the first time you will be asked to register (once registered, the next time you want to book anything you'll just need to log in).

Payment:

- All online payments are processed using Paypal
- Once you have confirmed your order, you will be directed to a secure Paypal website to pay.
- Note: You don't require a Paypal account to pay (you can use a credit or debit card), but if you do have a Paypal account, this can be used.

Craft Central Contacts

Sarah Hewett
Events and Professional Development Manager

sarah.hewett@craftcentral.org.uk

Hazel Stark
Events and Professional Development Administrator

hazel.stark@craftcentral.org.uk

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

Business Development & Support Overview

Thurs 8 July	Craft It Yourself: Pass it On – Learn crafty activities to keep the kids busy this summer! with Sarah Louise Lamey
Tues 20 July	New to Business: Tax Advice Session Group Workshop by HMRC Advisor, Mary Croghan
Tues 20 July	Craft it Yourself: Sewing Boot Camp – Hand stitching survival skills, applied to making a charming Pin Cushion with Emily Jo Gibbs
Mon 26 July	Passion, Product, Presentation - Buying and Merchandising Tips n Tricks from a Buyer Group Workshop by Zoe Hannam of Locally Crafted
Tues 27 July	Pricing and Costing Group Workshop by Dan Maier
Tues 17 Aug	Business Development and Planning Surgeries by Rachel Smart
Tues 17 Aug	Craft It Yourself: Hat Party! Make a Fascinator with Katherine Elizabeth
Wed 25 Aug	Network Summer Party
Tues 7 Sept	Press Coverage: Essential PR Tips & Writing a Press Release Group Workshop by Jacquie Richardson
Tues 7 Sept	Business Tonic Surgeries by Dan Maier
Wed 8 Sept	Craft it Yourself: Hands-On Homes! with Sarah Louise Lamey
Thurs 9 Sept	Join the Debate: <i>Craft Meets Dance</i> Artists Talk by <i>Craft Meets Dance</i> exhibitors
Sat 18 Sept	<i>Craft Meets Dance</i>: Live Textile/Dance Performance by <i>Craft Meets Dance</i> exhibitors
Mon 20 Sept	Writing a Business Plan Group Workshop by Rachel Smart

Wed 22 Sept **One Day Designers Sale: Interior Products**
Thurs 23 Sept **Craft it Yourself: Plump it Up! – Make a cushion cover** with Emily Jo Gibbs
Available anytime! **Business Development Information Sheets**

DATES TBC

Date TBC **Negotiating Sponsorship Q&A**
Group Workshop by Nereid Boyce

Date TBC **Insurance Queries Answered! Q&A Session with an insurance Broker**
Group Workshop by The Clear Group

Appointments on request. **Informal Advice Surgeries** by the Craft Central Team

Appointments on request. **Product Feedback Panel** by the Craft Central team

One to One Topic Specific Surgeries

Business Development and Planning Surgeries by Rachel Smart

Tues 17 Aug 9am, 10am, 11am & 12noon
Tues 17 Aug 2pm, 3pm, 4pm & 5pm

‘Rachel helped to find a direction for my business – pragmatic and supportive.’ 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 £26

PLEASE NOTE – DUE TO OVERSUBSCRIPTION, ONLY ONE SURGERY WITH RACHEL SMART CAN BE BOOKED PER BUSINESS/NETWORK MEMBER PER QUARTER (APRIL-JUNE 2010)

Business Tonic: Surgeries by Dan Maier

Tues 7 Sept 2pm, 3pm, 4pm & 5pm

‘Dan is the most helpful person I’ve ever met to advise me on my business.’ 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 £26

Informal advice surgeries by the Craft Central Team

30 minute appointments available between 10.30am and 1.30pm. Contact the Craft Central office to book.

'Everyone is very helpful, welcoming and professional.' 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

Product Feedback Panel by the Craft Central team

30 minute appointments available between 10.30am and 1.30pm. Contact the Craft Central office to book.

During your 30 minutes, 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).

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!' 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).

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 rate of just over £3 per hour of mentoring!)

Group Seminars

New to Business: Tax Advice Session

Group Workshop by HMRC Advisor, Mary Croghan

Tues 20 July

2-4pm



The session is aimed at those `New to Business` and will cover:

- Employment status
- How to register your business with HMRC
- National Insurance
- Record keeping
- Further help and guidance

Cost £3

Passion, Product, Presentation – Buying and Merchandising Tips n Tricks from a Buyer

by Zoe Hannam of Locally Crafted

Mon 26 July

12-2pm

‘Zoe has been pivotal in enriching my design & marketing ideas, providing guidance, pointing out my strong selling points and the areas I should focus on. After the one-to-one sessions, I feel more confident and lucky that I have someone who is so supportive, helpful, creative and has the knowledge to help my business take off.’ Network Member

Source Goods - Develop Ideas - Identify Trends - Enhance your Tone of Voice.

Buyer and Visual Merchandising Advisor, Zoe Hannam began her career working for Liberty and has ‘the eye’ - the enviable ability to search out unusual and beautiful objects. Passing on knowledge and experience to maximize the visual appeal of products in order to promote sales always tempered with commercial thinking. Zoe inspires individuals to trust their own passion and inner creativity, guiding their personal journey from product to presentation.

Zoe will advise and inspire individuals on:

- Using innovative techniques, developing ideas.
- Buying to display.
- Identifying trends.
- Enhancing their tone of voice
- Presentation of merchandise for buyers and shows
- Connecting clients to potential outlets

From individuals starting to trade to stores in need of a breath of fresh air.

Cost £16

Pricing and Costing by Dan Maier

Tues 27 July 2-5.30pm

'Invaluable! Clearly explained and really answered my questions thoroughly.' Network Member

Pricing and costing still remains a very grey area for many craftspeople and yet getting it right it is pivotal to the success of a business.

'If I double my costs surely that will cover me... Well I suppose I should charge more but then would people be prepared to pay that much for my designs? But then if I reduce the price maybe I'll sell a lot more to compensate... So what should I be charging for my time anyway?'

Sound familiar? If you're agonising over your prices and don't think that it's working, this workshop is here to help. We will look at finding a formula that works for you and scope the bigger picture to see how many designs you need to sell in order to make your business viable. We will look at ways of reducing costs, the implications of being VAT registered and whether you are claiming all you're entitled to for tax purposes.

This workshop has been devised to shed light on something that a lot of people feel they are doing in the dark. Bring a calculator and some examples of your work along with your current prices and any notes you have on costs, even if only rough.

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

Cost £16

Press Coverage: Essential PR Tips & Writing a Press Release by Jacquie Richardson

Tues 7 Sept 10.30am

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

Jacquie 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 £16

Writing a Business Plan by Rachel Smart

Mon 20 Sept 9.30am-1pm

'Brilliant! Rachel was extremely helpful, with excellent advice.' Network Member

This seminar will cover the key elements of business plan writing, discussing why they are written, for whom and how this affects the content. The aim is to develop an approach to creating the business plan that can be used repeatedly to carry out annual business assessments.

Key areas that will be covered are:

- Creating a summary of what the business is & its main objectives
- How to communicate the business to investors, clients or collaborators
- Describing proposed products & services in simple, clear language
- Marketing & knowing your competition
- Opportunities for future success & potential problems to be avoided
- Financial planning and planning sales
- Implementation schedule and long term objectives to measure success

The seminar will assist both those writing a plan from scratch and those wanting to readdress an existing document.

Cost £16

Business Development Information Sheets



Anybody who has attended a course from our extensive In Business training programme knows how invaluable the material covered can be, and we want to make sure that all our Network Members benefit from the programme as much as possible. Having recognised that attending our sessions in person is not always possible, the Craft Central team has commissioned a useful starter pack of Information Sheets to help with various areas of your business, ranging from putting on an exhibition to optimising your website. Each guide has been produced by experts in their field and summarise the material covered in our training sessions. There will be more to come, but as a starter we have the following titles:

- Top 10 tips for improving your Google search results
- Top 10 tips for improving your website
- Top 10 tips for taking better photos of your work
- Top 10 tips for exhibitors
- Writing a press release

To get a copy of any of the above, send us an email at info@craftcentral.org.uk listing the title(s) you're interested in.

Cost FREE!

Networking Initiatives

Join the Debate!

Each quarter designers from the Network or industry experts are invited to 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 and knowledgeable sector professionals.

Network Summer Party on the Roof

Wed 25 Aug 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)

Join the Debate: Craft Meets Music Artists Talk by *Craft Meets Dance* exhibitors

Thurs 9 Sept 6-8pm



Designer makers exhibiting in the ***Craft Meets Dance*** exhibition show work, share experiences and answer questions in a relaxed atmosphere.

A chance to find out more about how the makers in the *Craft Meets Dance* exhibition have been influenced and inspired by an interest in dance. The exhibition shows craft that captures dancers in movement, reinterprets choreographers notes with objects and textiles designed to be worn by dancers. An informal opportunity to hear how new work is developed, both the ideas that have given the designers their direction and their cutting edge techniques. Refreshments included.

Cost £5 (Including complimentary wine)

Craft Meets Dance: Live Textile/Dance Performance by *Craft Meets Dance* exhibitors

Sat 18 Sept 2pm

Cost: FREE

Craft It Yourself! Workshops

Whether you're already an expert, or fancy trying a new discipline, come and satisfy your crafty urges at the **Craft it Yourself workshops** led by fellow Network designers. From appliqué and bunting, to millinery and handbag making, this is an informal opportunity to catch up with other makers, the CC team and public visitors, and have a bit of 'making' fun! No experience required!

All Craft it Yourself workshops cost £19.99 (including materials and complimentary wine)

Craft It Yourself: Pass it On –

Learn crafty activities to keep the kids busy this summer! with Sarah Louise Lamey

Thurs 8 July 6pm

Pass it on - a hands-on workshop for adults to teach them the basic craft skills to then pass onto their children to keep craft alive! The workshop will involve crafty fun activities for you to try out with your own children, such as making your own cuddly toy and school bag.

Cost £19.99 (Including materials and complimentary wine)

Craft it Yourself: Sewing Boot Camp –

Hand stitching survival skills, applied to making a charming Pin Cushion with Emily Jo Gibbs

Tues 20 July 6pm

Tidy up, and brighten up, your work table with a new pin cushion! Choose from vintage recycled fabrics or sumptuous felt. Whether learning from scratch (sewing novices welcome!) or polishing existing talents, Emily's expert tuition will equip you with all the hand stitching survival skills you'll ever need!

Cost £19.99 (Including materials and complimentary wine)

Craft It Yourself: Hat Party! Make a Fascinator with Katherine Elizabeth

Tues 17 Aug 6pm

Design your own fantastic fascinator with award winning milliner Katherine Elizabeth. Having worked for star

milliner Stephen Jones and made hats for Dita von Teese, now Katherine will share her hat-making secrets with us all.

Cost £19.99 (Including materials and complimentary wine)

Craft it Yourself: Hands-On Homes! with Sarah Louise Lamey

Wed 8 Sept 6pm

Hands-On Homes - Embroider, Bead, Embellish, Personalise. This workshop will teach you some nifty tips and tricks to re-invent your homes and to bring some fun to your living environments.

Cost £19.99 (Including materials and complimentary wine)

Craft it Yourself: Plump it Up! – Make a cushion cover with Emily Jo Gibbs

Thurs 23 Sept 6pm

No home can ever have enough cushions! Get in to the spirit of the London Design Festival (18-26 Sept 2010) and make your own bespoke cushion cover. As usual, beginners are welcome and will be guided by Emily's expert tuition!

If you have a dull or well-loved cushion that could do with re-vamping, why not bring it along for a make-over?

Cost £19.99 (Including materials and complimentary wine)

Network

Renewing your membership

For those members who joined before mid-April 2010 (using the paper application process), Craft Central Network membership expires on 31 July 2010.

Anyone who joined for the first time using our new online booking system (since April 2010) will receive a personal reminder regarding renewal after 1 year of membership and can ignore this renewal notice!

If you joined the Network before the mid-April 2010 (ie; before the launch of our online membership system), your membership for 2009/10 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 £42 (annual membership fee), which can be completely quickly and easily using our new online booking site. **Renew before 31 August and be entered into a draw to win a bottle of bubbly!**

After 1 August 2010 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 2010.

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 Hazel Stark in the Craft Central office on 020 7251 0276

Welcome to new Network members!

The Craft Central Network has **over 500** members – here are the latest recruits...

Abigail Brown
Abigail Leworthy
Ali Bailey
Ali Sadeghpour - Tabrizi
Amaia Amutxategi
Amanda Hewson
Audrey Ward
Bernice Kelly
Cath Carver
Catherine Haynes
Charlotte Partridge
Chito Kuroda
Claire Hart
Claire Requa
Corrine Edwards
Dianna Colwell
Donna Brennan
Dorothea Kanellopoulou
Ella Johnston
Emilie Wallbank

Eva Kecseti
Gabriella Kecseti
Garnet Frost
Harriet Whittaker
Heather Stephens
Helen Murray
Hendrikus Van Nistelrooij
Inka Elisova
James Straffon
Jane Adam
Jo Chambers
Joanna Beasley
Karola Torkos
Kate Clarke
Katerina Damilos
Katrina Matthews
Laura Bah
Leila Khasal
Lubna Chowdhary
Maha Al Sudairi

Margarita Lorenzo
Namiko Murakoshi
Nathalie Singh
Petra Sajkas
Polly Horwich
Rebecca Boatfield
Richard Ardagh
Ros Millar
Rosie Sanders
Rowena Ardern
Sarah Hallowes
Sarah Wall
Sharon Somers
Suzanna Lee
Suzanna Ravesndale
Suzie Lee
Tamar Balajian
Ulrike Kaiser
Vivienne Riddoch
Zelia Horsley

www.craftcentral.org.uk Update

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

Network Member

Since it was launched in Sept 07, the new Craft Central website it has had **over 130,000 visitors**. The Designer Maker Gallery section displays the work of hundreds of designer makers. This and the Events Calendar are the most popular areas of the website.

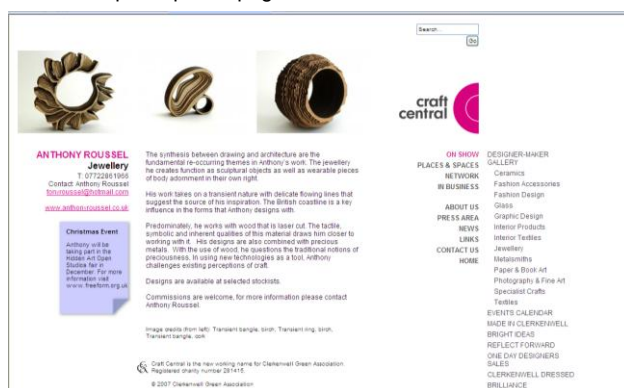
Do you have a page in the Designer Maker Gallery?

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.

Example of profile page on the Craft Central website



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 Hazel at inbusiness@craftcentral.org.uk. Craft Central will only send out information that we feel is of real benefit to the Network.

Craft Central Exhibition Opportunities

Made In Clerkenwell: Winter Open Studios at Craft Central, Nov 10

<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... **25-28 Nov 2010.**

The Made In Clerkenwell Winter 2010 application form and information on how to participate will be circulated in the summer, so keep your eyes peeled!

Craft Central: On Show

The designers taking part in the following events have already been selected, but why not come along and enjoy the work of your fellow makers? To view details of all the exhibitions and events that you can visit at Craft Central see the Events Calendar on the website <http://www.craftcentral.org.uk/calendar>

One Day Designers Sale: Interior Products

22 September 2010 (during the London Design Festival)

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

Craft Central is planning the annual one day sale 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 application process has already been completed and participating designers have been selected, but do come along to be inspired and support fellow Network members.

Made In Clerkenwell: Summer Open Studios at Craft Central

May2010

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

Congratulations to everyone who took part in Made In Clerkenwell!

The atmosphere was fantastic this year, with 80+ designers involved - I had a very enjoyable, yet very busy, open studio weekend! All of the studios and the shared spaces looked wonderful. Everyone had obviously put in a huge amount of effort so many thanks to you all!

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

- Total number of visitors: 1,400
(With 300 more visitors than May 2009, this is a great turnout for summer open studios)
- Of the total visitors, approx 600 paid to enter the event the rest visited on a complimentary ticket.
- Total number of designers: 80
- In the lead up to the event, 3318 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: Time Out (2 weeks running!), Time Out online, View London.com, Essential Kitchen Bedroom Bathroom magazine, Easy Living, The House Directory, Bench Peg, Professional Jeweller, Crafts Council website, Arts Council website, various other blogs/online listings, and local press (inc, The Islington Gazette).
(Check out the crowded Press notice board in the St John's Square Building's foyer!)
- 15,000 flyers were distributed.

Dates for the winter event have been set, so get those diaries at the ready and pencil in... 25-28 Nov 2010.

Craft Central Exhibition Facilities

Although the Corner Shop and Showcase are fully booked for 2010, Craft Central is now taking bookings for 2011.

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 at 21 Clerkenwell Green The Corner Shop 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 (A £20 refundable deposit, due on commencement of hire period, has been introduced to cover the loan of keys and to ensure designers adhere to terms and conditions of hire).

The permanent display equipment in the Corner Shop includes: 1 X table, 2 X tall jewellery cabinets and 2 X short glass cabinets on the window sill (these are not to be removed – please discuss with CC team if you have any queries about this). In addition, you may want to consider providing your own display units/clothing rail/extra lighting etc. If available, additional jewellery cabinets and various plinths can be hired from Craft Central (£25 hire fee).

Hire for one week (7 days): £95

The Corner Shop is fully booked for 2010, however if you're interested in holding a 'Pop Up Shop' please get in touch - we are happy to add you to the waiting list if we can't accommodate your request. 2011 bookings are now available.

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): £150 for individuals £220 for groups of 2 or more

Please get in touch to discuss your exhibition, sale or event ideas for 2011!

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: 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.

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

Insurance – Group Policy Offer

Join a group policy at a reduced cost, including contents, exhibitions, employers, and public & product liability cover.

More details available to Network members.

Free legal Advice

Craft Central has teamed up with an intellectual property legal boutique. We have negotiated a one hour free consultation meeting on any legal issues that you may have.

More details available to Network members.

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.' 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.

Contact: rob.popper@marketsquares.co.uk or on 07949 514 938

Web Design – Limited-period Discounted Offer from WeMakeWebsites www.wemakewebsites.info

'Alex and Piers deliver. They are quick on their feet, able to identify requirements with drill like precision and highly responsive to boot. They are regularly looking at their own work, even after delivery, to make sure that they have given the best they can - a remarkable level of professionalism for a small creative outfit.'

Jit Pey, Crafts Council

WeMakeWebsites is a young, fresh, imaginative web development company that specialises in building premium quality websites for creative professionals. They are offering Craft Central network members a **15% discount** on their website design and branding service, plus they'll **host your website free for the first 6 months.**

A typical portfolio-style website costs between £1500 and £2000 depending on specific requirements. With the 15% Craft Central discount that means that from £1275 you can get a professionally designed, bespoke website to showcase your work, including a comprehensive product portfolio, blog / news section, newsletter functionality, about page, contact page and an easy-to-use content management system to allow you to keep your website up-to-date with minimal effort.

WeMakeWebsites are also able to offer E-commerce functionality allowing you to sell your products online. Prices for this start from as little as £750 (that's £637.50 with the 15% Craft Central discount), depending on the complexity and size of the shop.

Details of the offer:

- A beautifully designed, premium quality website, created around you and your brand. Don't worry if you don't have a brand, we can offer a branding service also.
- We'll meet you to discuss your needs. We can come and meet you at Craft Central to find out exactly what you want from your site
- Don't panic if you're not based in London, we can do all this on email or over the phone too.
- No expensive content changes and full training on how to update site yourself with our easy-to-use content management system:
 - Update your portfolio with new images.
 - Change any text on your site.
 - Keep your customers informed about what you're up to by writing your own blog or news feed.
- Web address included: We'll help you find the best web address for you.
- Unlimited email addresses: We can setup as many xxxx@yourwebsitename.com email addresses as you need
- Free hosting for six months: We'll host your website for free for 6 months and after that it will only cost you £15 a month (which includes free support if you need any help!).
- Your site will be easy to find: We'll make sure your site is easy to find using our Search Engine Optimisation techniques.
- Visitor tracking and analysis: If you're interested in how many people have visited your site and for how long and all sorts of other good statistics, we provide a comprehensive visitor tracking and analysis service as standard.

More details can be found on our website: <http://wemakewebsites.info/website-development-design-web-london>

Our Portfolio: <http://wemakewebsites.info/portfolio>

Contact: Piers and Alex at WeMakeWebsites enquire@wemakewebsites.info

Office Resources

The following resources are available in the Craft Central office for members to use (please call in advance to ensure the office will be open):

- Black and White photocopying: A4 10p and A3 20p
 - Fax facility within UK £1, International £2
 - Laminating facilities A4 50p and A3 £1
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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 you would like to come and see us in the Craft Central office, please contact us to make an appointment. 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

Hazel Stark
Events and Professional Development Administrator
(Training enquiries and bookings)

hazel.stark@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

