

# In Business Bulletin: Oct-Dec 2011

**PLEASE KEEP THE IN BUSINESS BULLETIN FOR REFERENCE!**  
**IT DETAILS ALL TRAINING, OPPORTUNITIES AND SUPPORT**  
**AVAILABLE TO THE NETWORK THIS QUARTER...**

- **Business Development and Support Overview**
- **One to One Surgeries**
- **Group Seminars**
- **Networking Initiatives**
- **Craft Central Network**
- **Website Update**
- **Exhibition Opportunities**
- **Craft Central: On Show**
- **Exhibition Facilities**
- **Business Resources**
- **Contacting the Craft Central Team**
- **Craft Central Feedback: Commendations and Complaints**

## **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](http://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](http://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 securely 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](mailto:sarah.hewett@craftcentral.org.uk)

### Tess Bygge

Events and Professional Development Administrator

[tess.bygge@craftcentral.org.uk](mailto:tess.bygge@craftcentral.org.uk)

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

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## Business Development & Support Overview

Tues 18 Oct	<b>Meeting Buyers: Making the most of trade shows, craft fairs and open studios</b> Group Workshop by Dan Maier
Tues 1 Nov	<b>Business Tonic: Surgeries</b> by Dan Maier
Wed 2 Nov	<b>The Power of Creative Collaboration</b> Group Workshop by Alison Coward of Bracket
Thurs 3 Nov	<b>Marketing: Describing your business to clients to increase sales</b> Group Workshop by Rachel Smart
Thurs 3 Nov	<b>Business Development and Planning Surgeries</b> by Rachel Smart
Wed 9 Nov	<b>Craft It Yourself: Hand knitting</b> with Sarah Allen
Thurs 10 Nov	<b>Accounting and Financial Planning for Micro Businesses</b> Group Workshop by Rachel Smart
Thurs 10 Nov	<b>Business Development and Planning Surgeries</b> by Rachel Smart
Mon 14 Nov	<b>Craft It Yourself: Hat Party! Make a Fascinator</b> with Katherine Elizabeth
Wed 16 Nov	<b>Press Coverage: Essential PR Tips</b> Group Workshop by Jacquie Richardson
24-27 Nov	<b>FREE EVENT! Made in Clerkenwell: Winter Open Studios</b>
Tues 29 Nov	<b>Craft It Yourself: Plump it Up! – Make a cushion cover</b> with Emily Jo Gibbs
Mon 5 Dec	<b>Craft It Yourself: Hat Party! Make a Fascinator</b> with Katherine Elizabeth

Coming soon...

DATE TBC	<b>Women's Get Together: Informal exchange of ideas for female designers</b>
Available anytime!	<b>Business Development Information Sheets</b>
Appointments on request.	<b>Informal Advice Surgeries</b> by the Craft Central Team
Appointments on request.	<b>Product Feedback Panel</b> by the Craft Central team

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## One to One Topic Specific Surgeries

### **Business Tonic: Surgeries** by Dan Maier

Tues 1 Nov                      2pm, 3pm, 4pm & 5pm

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

These sessions are for designer-makers at any stage in their career who are struggling with different issues and need advice and / or a sounding board. 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.

Reviewing your issues with the help of an experienced designer-entrepreneur can solve practical problems, help you prioritise and clarify your focus and direction. Time to think strategically about your business with someone who's "been there and done it" can often be invaluable.

Clients should bring examples of their work to the session and send details of their website in advance.

#### **About Dan...**

Dan Maier is best known for her lighting designs which sold through Harvey Nichols and Liberty and became best-sellers in Heals and The John Lewis Partnership. Her business grew from a 'one man band' to a limited company employing 20 people and owning her own studio. Although her background is in textiles, she has manufactured products in a wide range of materials. She now specialises in bespoke commissions for display, theatre, advertising and interiors. Clients include Le Creuset, The Hayward Gallery Shop, The Old Vic, Saatchi's and The Royal Caribbean Cruise Liners. With over 15 years working in industry, she now shares her wealth of knowledge and experience as a business advisor and mentor to designer makers.

**Cost £26**

**PLEASE NOTE – DUE TO OVERSUBSCRIPTION, ONLY ONE SURGERY WITH DAN MAIER CAN BE BOOKED PER BUSINESS/NETWORK MEMBER PER QUARTER**

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### **Business Development and Planning Surgeries** by Rachel Smart

Thurs 3 Nov                      2pm, 3pm, 4pm & 5pm

Thurs 10 Nov                      2pm, 3pm, 4pm & 5pm

*'Rachel helped to find a direction for my business – pragmatic and supportive.'* Network Member

These surgeries allow individuals to express concerns and discuss remedies, plan for the long term, 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.

#### **About Rachel...**

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.

**Cost £26**

**PLEASE NOTE – DUE TO OVERSUBSCRIPTION, ONLY ONE SURGERY WITH RACHEL SMART CAN BE BOOKED PER BUSINESS/NETWORK MEMBER PER QUARTER**

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### **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**

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### **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**

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### **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](mailto: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!)**

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## Group Seminars

### **Meeting Buyers: Making the most of trade shows, craft fairs and open studios**

Group Workshop by Dan Maier

Tues 18 Oct                    2pm-5.30pm

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

Exhibitions and events are an exciting opportunity to introduce yourself and your designs to the world. They are hard work and expensive so you want to make the most of them by being fully prepared for what might happen...

Whether you're making one offs or production runs, this workshop will give you the confidence to meet trade buyers and consumers and promote yourself appropriately. You will also gain insights into how to work with the press to gain coverage for your designs.

The session will cover:

- How to approach prospective clients before and after the show
- Handling a variety of enquiries that might surprise you on the stand
- Who gets wholesale prices? Can you afford to sell at trade prices?
- Making sure you have the right materials on your stand
- Establishing minimum orders and lead times
- Terms of business - what are the norms, what can you ask, what do large stores expect.
- Promotional material for clients and press - what you need, when you need to think about it.
- Design Protection

Participants should bring examples of their work to the workshop.

#### **About Dan...**

Dan Maier is best known for her lighting designs which sold through Harvey Nichols and Liberty and became best-sellers in Heals and The John Lewis Partnership. Her business grew from a 'one man band' to a limited company employing 20 people and owning her own studio. Although her background is in textiles, she has manufactured products in a wide range of materials. She now specialises in bespoke commissions for display, theatre, advertising and interiors. Clients include Le Creuset, The Hayward Gallery Shop, The Old Vic, Saatchi's and The Royal Caribbean Cruise Liners. With over 15 years working in industry, she now shares her wealth of knowledge and experience as a business advisor and mentor to designer makers.

**Cost £16**

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## **The Power of Creative Collaboration**

Group Workshop by Alison Coward of Bracket

Wed 2 Nov

10am-1pm

***'Specific advice about exactly how to utilise online tools for my business. Alison is very helpful, practical & down-to-earth.'*** Network Member

Collaborating with others can provide you with additional skills and resources to do things that you couldn't achieve on your own. This could be anything from securing a new client project or gaining access to some significant funding.

This interactive workshop will give you tips and tools to help push forward your creative ideas as well as showing you how to navigate obstacles and deliver a successful project.

It's suitable for anyone who is already working with others, embarking on a new collaboration or looking for ways to develop new ideas and business opportunities.

The session will include:

- Using social media to develop your networks and find collaborators
- Kick-starting projects when working with new partners, to minimise potential difficulties
- Tips for turning creative ideas into action, to make sure things get done
- Using online tools to manage collaborations effectively, so that you can focus on being creative

### **About Alison...**

Alison Coward is the founder of Bracket, a company which helps creative freelancers, businesses and organisations collaborate more effectively, supported by online tools. Alison has a background in creative business support working as a project manager and business advisor. Her previous roles have included Events & Membership Manager at Hidden Art and Lead Officer at Enterprise Centre for the Creative Arts. Alison is a board member of Creative Capital and has an MA in Enterprise and Management for the Creative Arts.

**Cost £16**

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## **Marketing: Describing your business to clients to increase sales**

Group Workshop by Rachel Smart

Thurs 3 Nov

9.30am-1pm

***'Rachel is a very engaging and inspiring trainer, who I feel I can relate to... she is clear and concise and made the session enjoyable!'*** Network Member

Why take time to describe what you do? So that people REALLY understand what you do, how you do it and why they should give you money for it!

This session focuses on developing how you talk and write about your business in long or short form whether for a business plan, funding application, website, press release, cover letter or on the telephone. Good communications are essential for success. This seminar will give you the tools to help you make sure your audience understands you and your product or service.

### **About Rachel...**

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.

**Cost £16**

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## **Accounting and Financial Planning for Micro Businesses**

Group Workshop by Rachel Smart

Thurs 10 Nov 9.30am-1pm

***'Rachel is a very insightful and enthusiastic trainer, always with great strategies to blast through obstacles!'*** Network Member

This seminar examines finances on a wider basis than day-by day or month-to-month accounting. It will examine what you can expect to earn from your business and find fresh ways of looking at current problems and how to set realistic financial goals for the future. It will cover:

- Balancing money throughout the year
- Considering money in a realistic way
- Framework for seeing the bigger picture
- Planning a balanced cash flow throughout the year
- Looking at methods for growing a business year on year with realistic targets
- Delivering finances in a visual way that stops fixation with numbers

This seminar can help you set up systems, or examine systems that are already in operation.

### **About Rachel...**

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.

**Cost £16**

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## **Press Coverage: Essential PR Tips** Group Workshop by Jacquie Richardson

Wed 16 Nov 10.30am-12.30pm

***'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 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.

### **About Jacquie ...**

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**

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## **Business Development Information Sheets**

AVAILABLE ANYTIME!

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 we currently have the following titles up for grabs:

- 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
- Pricing and costing
- Hiring the Corner Shop, Advice from past exhibitors:
- Tips for renting a studio

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

Cost FREE

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## Networking Initiatives

### FREE EVENT! *Made in Clerkenwell: Winter Open Studios*

24-27 Nov 2011      Check website for opening times <http://craftcentral.org.uk/madeinclerkenwell>

If you're not exhibiting, Craft Central invites you to *Made in Clerkenwell: Winter Open Studios*. Catch up with fellow Network designer makers and be inspired by the exceptional craft and design on display.

Cost FREE to Network members (non-Network price £2.50)

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### FREE EVENT! Women's Get Together: Informal exchange of ideas for female designer makers with Network members

Dates TBC

- Are you over stretched?
- Constantly juggling different roles?
- Struggling under the pressures of life and work?

90%+ of designers accessing Craft Central's support are women... expressing concerns about work-life balance (especially during motherhood), financial worries and stresses of part-time work.

Get together with like-minded designer makers in the same boat and share your troubles over a cup of tea!

Cost FREE

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## CIY: 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!

This quarter, CIY has a cosy, festive feel! We have the following sessions lined up for you:

## **Craft It Yourself: Hand knitting – beginners welcome!** with Sarah Allen

Wed 9 Nov, 6-8pm

Whether you need advice on a half finished project or have never picked up a pair of knitting needles before, Sarah is here to help! Everything you need will be provided to start a Scarf or alternative knitted must-have... why not try making a Tea Cosy, Gadget Case, Beret, Christmas Decoration or Rose Corsage?

**Cost £19.99 (Including materials and complimentary wine)**

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

2 chances this time, due to popular demand... Mon 14 Nov 6-8pm & Mon 5 Dec 6-8pm

Design your own fantastic fascinator with award winning milliner Katherine Elizabeth. Having worked for star milliner Stephen Jones and made hats for Deeta von Teese, Alexa Chung, Fern Cotton and Lily Allen, now Katherine will share her hat-making secrets with us all.

**Cost £19.99 (Including materials and complimentary wine)**

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

Tues 29 Nov 6-8pm

No home can ever have enough cushions! Spruce up your sofa/bed/favourite arm chair by crafting your own bespoke cushion cover. Add a festive touch and create a cosy Christmas gift. 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)**

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More details about Craft Central's programme of CIY: Craft it Yourself workshops can be found on our website <http://www.craftcentral.org.uk/craft-it-yourself>

### **Cost**

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

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## **Network**

### **Renewing your membership**

**Renewing is simple!** All current Network members will receive an automatic reminder when their membership is due to expire. Renewal and payment of £42 (annual membership fee) can be completed quickly and easily using our new online booking site <http://craftcentralbookings.org.uk/>.

**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 shortly.

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 Tess Bygge in the Craft Central office on 020 7251 0276

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# Welcome to new Network members!

The Craft Central Network has **over 550** members – here are the latest recruits...

Name		Company Name	Website	Main Discipline
Christina	Suen		<a href="http://www.christinasuen.com">http://www.christinasuen.com</a>	Jewellery
Chito	Kuroda		<a href="http://www.chitokuroda.com">http://www.chitokuroda.com</a>	Ceramics
Elaine	Cox		<a href="http://www.elainecox.com">http://www.elainecox.com</a>	Jewellery
Jane	King	Jane King	<a href="http://www.janekingillustration.com">http://www.janekingillustration.com</a>	Illustration/Printmaking
Disa	Allsopp		<a href="http://www.disaallsopp.org">http://www.disaallsopp.org</a>	Jewellery
Elizabeth	Norris	Elizabeth Anne Norris	<a href="http://eanjewellery.wordpress.com/">http://eanjewellery.wordpress.com/</a>	Jewellery
Jessica	Neil			Jewellery
Emily	Bedford	Emily Bedford Jewellery	<a href="http://www.emilybedford.co.uk">http://www.emilybedford.co.uk</a>	Jewellery
Ellen	Monaghan		<a href="http://www.ellenmonaghan.net">http://www.ellenmonaghan.net</a>	Jewellery
Clea	Koluvek		<a href="http://www.clea-koluvek.com">http://www.clea-koluvek.com</a>	Jewellery
Sarah	Mangan	cloth of gold	<a href="http://www.clothofgold.org.uk">http://www.clothofgold.org.uk</a>	Illustration/Printmaking
Claudia	Schmidek			Jewellery
Amanda	Hewson		<a href="http://www.amandahewson.co.uk">http://www.amandahewson.co.uk</a>	Jewellery
Janine	Nelson		<a href="http://www.smashingchintz.co.uk">http://www.smashingchintz.co.uk</a>	Other
Doreth	Jones			Jewellery
Birita	Myrini		<a href="http://birita.carbonmade.com/">http://birita.carbonmade.com/</a>	Jewellery
Jane	Runchman	Jane Runchman Bespoke Fine Jewellery	<a href="http://www.janerunchman.com">http://www.janerunchman.com</a>	Jewellery
Kaniez	Braganza	Kaniez Abdi	<a href="http://www.kaniezabdi.com">http://www.kaniezabdi.com</a>	Interior Textiles
Lisa	Brennan		<a href="http://www.brennan-and-burch.co.uk">http://www.brennan-and-burch.co.uk</a>	Illustration/Printmaking
Lucy	Hall		<a href="http://www.lucyahall.com">http://www.lucyahall.com</a>	Interior Textiles
Marion	Hayward	FAN		Fashion Accessories
Mavi	Tikotkar	Mavi Tikotkar Designs		Jewellery
Mollie	Riach			Ceramics
Rebecca	Seagrott		<a href="http://www.rebekkah-handmade.com">http://www.rebekkah-handmade.com</a>	Jewellery
Soner	Ozenc	Razorlab	<a href="http://www.razorlab.co.uk">http://www.razorlab.co.uk</a>	Furniture
Sue	Bradley	Bradley & Ralph	<a href="http://www.bradleyandralph.com">http://www.bradleyandralph.com</a>	Fashion Design
Tania	Kowalski	Oria Jewellery Ltd	<a href="http://www.oriajewellery.co.uk">http://www.oriajewellery.co.uk</a>	Jewellery
Theo	Wright			Textiles
Tomiko	Ravn	Ravn School of Art & Craft		Jewellery
Tracey	Edwards			Other
Zoe	Lloyd			Ceramics
Ayshe	Brandts	Brandts Jewellery	<a href="http://www.brandtsjewellery.co.uk">http://www.brandtsjewellery.co.uk</a>	Jewellery
Bhavna	Rishi	Uphaar Ltd.	<a href="http://www.bhavna.com">http://www.bhavna.com</a>	Fashion Design
Tasmin	Leighton-Boyce			Jewellery
Rose	Dickinson		<a href="http://www.rose.dickinson.co.uk">http://www.rose.dickinson.co.uk</a>	Ceramics
Francesca	Camisoli	FRANCESCA CAMISOLI TEXTILES		Textiles
Hyekyoung	Cho			Textiles
De Anna	Kiernan			Jewellery
Katy	Jennings		<a href="http://www.katyjennings.com">http://www.katyjennings.com</a>	Ceramics
Darren	Wilkinson-Mawer	Dickie Wilkinson	<a href="http://www.drwm.co.uk">http://www.drwm.co.uk</a>	Fashion Accessories
Nina	George		<a href="http://www.ninageorge.co.uk">http://www.ninageorge.co.uk</a>	Fashion Accessories
Fiona	Somerville			Fashion Design
Robert	Stanwyck	Clermont Roberts Group	<a href="http://www.clermontrobertsgroup.com">http://www.clermontrobertsgroup.com</a>	Fashion Accessories

Alessandra	Rigillo		<a href="http://www.everycloudhasasilverlining.co.uk">http://www.everycloudhasasilverlining.co.uk</a>	Jewellery
Maria	Spector		<a href="http://www.mhspector.co.uk">http://www.mhspector.co.uk</a>	Jewellery
Deborah	Cadby		<a href="http://www.deborahcadby.com">http://www.deborahcadby.com</a>	Jewellery
Adekunle	Thani		<a href="http://www.adeythani.co.uk">http://www.adeythani.co.uk</a>	Textiles
Kate	McCullagh	Kate McCullagh Jewellery	<a href="http://www.katemccullagh.com">http://www.katemccullagh.com</a>	Jewellery
Nicola	Crawford		<a href="http://www.nicolacrawford.co.uk">http://www.nicolacrawford.co.uk</a>	Jewellery
Charlotte	Kirkland			Illustration/Printmaking
Jennifer	Unsworth			
Sammie-Jo	Coxon			Jewellery
Kerry	Howley		<a href="http://www.kerryhowley.co.uk">http://www.kerryhowley.co.uk</a>	Jewellery
Chris	Edwards		<a href="http://www.chrisedwards.eu">http://www.chrisedwards.eu</a>	Jewellery
Tomoko	Azumi	TNA Design Studio	<a href="http://www.tnadesignstudio.co.uk">http://www.tnadesignstudio.co.uk</a>	Interior Products
Shin	Azumi	Azumi Design Ltd		Other
Francesca	Marcenaro		<a href="http://www.francescamarcenaro.com">http://www.francescamarcenaro.com</a>	Jewellery
Tamsin	Thorne	IWISHIWASA	<a href="http://www.iwishiwasa.com">http://www.iwishiwasa.com</a>	Theatrical Costumier
Haidee	Drew		<a href="http://www.haideedrew.com">http://www.haideedrew.com</a>	Interior Products
Helen	Boyd			Fashion Accessories
Annette	Peppis	Annette Peppis & Associates	<a href="http://www.annettepeppis.co.uk">http://www.annettepeppis.co.uk</a>	Graphic Design
Byung Kil	Kim	Designk	<a href="http://www.designk.co.uk">http://www.designk.co.uk</a>	Interior Products
Greg	Carstensen		<a href="http://gregcarstensenphotography.moonfruit.com">http://gregcarstensenphotography.moonfruit.com</a>	Photography
Katia	Filatova			Interior Products
John	Reynolds	Comic Art Ltd	<a href="http://www.thecomicartwebsite.com">http://www.thecomicartwebsite.com</a>	Illustration/Printmaking
Lucinda	Brown	Lucinda Brown Gallery	<a href="http://www.lucindabrowngallery.co.uk">http://www.lucindabrowngallery.co.uk</a>	Ceramics
Claire	Swindale	Claire Swindale Photography	<a href="http://www.clairewindale.com">http://www.clairewindale.com</a>	Photography
Naki	Kaddu	Kizmet Jewellery		
Katherine	Seaman		<a href="http://www.katherineseaman.com">http://www.katherineseaman.com</a>	Jewellery
Sue	Ure		<a href="http://www.sueureceramics.com">http://www.sueureceramics.com</a>	Ceramics
Tina	Crawford	Tobyboo	<a href="http://www.tobyboo.co.uk">http://www.tobyboo.co.uk</a>	Interior Textiles
Yvonne	Olman	Girl from Jupiter	<a href="http://www.girlfromjupiter.com">http://www.girlfromjupiter.com</a>	Jewellery
William	Saltmarsh	The Guild of Glass Engravers		Glass
Nicholas	Rutherford	The Guild of Glass Engravers		Glass
Suzanne	Osborn			Glass
Geoffrey	Thwaites		<a href="http://www.geoff.thwaites.org.uk">http://www.geoff.thwaites.org.uk</a>	Glass
Juliet	Johnson		<a href="http://www.gge.org.uk">http://www.gge.org.uk</a>	Glass
Claudia	Phipps	Claudia Phipps Architectural Glass	<a href="http://www.claudhipps.co.uk">http://www.claudhipps.co.uk</a>	Glass
Evdokia	Savva			Ceramics
Ashley	Langley			Fine Art/Painting
Negar	Moradi-Tehrani			Illustration/Printmaking
Judith	Peterhoff		<a href="http://www.judithpeterhoff.com">http://www.judithpeterhoff.com</a>	Jewellery
Jessica	Moore		<a href="http://www.yashkathor.com">http://www.yashkathor.com</a>	Fashion Design
Jennifer Ciara	Lee	CIARA LEE CERAMICS	<a href="http://www.ciaraleeceramics.com">http://www.ciaraleeceramics.com</a>	Ceramics
Christina	Lai		<a href="http://www.christinalaiceramics.co.uk">http://www.christinalaiceramics.co.uk</a>	Ceramics
Rosanna	Gethin		<a href="http://www.rosannagethin.com">http://www.rosannagethin.com</a>	Interior Products
Kate	Ellis	KATESMALLEYELLIS	<a href="http://www.katesmalleyellis.com">http://www.katesmalleyellis.com</a>	Illustration/Printmaking
Christine	Houghton			Jewellery
Justine	Ellis	JUSTINE ELLIS DESIGNS	<a href="http://www.justineellis.co.uk">http://www.justineellis.co.uk</a>	Illustration/Printmaking

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# www.craftcentral.org.uk Update

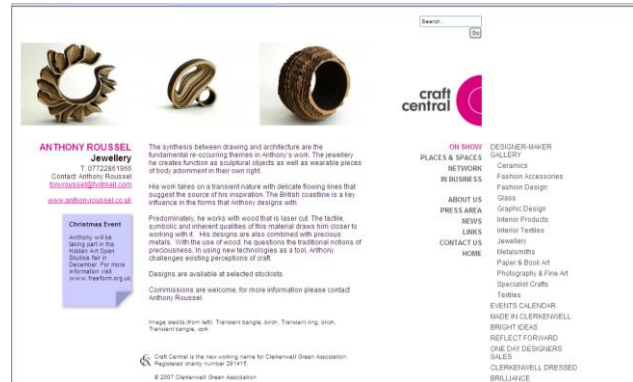
*'Being a member of Craft Central is very good for my business presence and profile on the web.'*  
Network Member

Since it was launched in Sept 07, the new Craft Central website it has had **over 150,000 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](mailto: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](http://www.craftcentral.org.uk/membersarea)

Example of profile page on the Craft Central website



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.

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## 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](http://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.

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## 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 Tess at [inbusiness@craftcentral.org.uk](mailto:inbusiness@craftcentral.org.uk). Craft Central will only send out information that we feel is of real benefit to the Network.

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## Craft Central Exhibition Opportunities

**Apply to show your work with us!**

**One Day Designers Sale: Jewellery, Fashion & Accessories**  
**21 February 2012**

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

Craft Central is planning the annual one day sale event for fashion, jewellery and accessories in February 2011.

Bigger and better than ever before, 35+ designer makers will be selected to sell work directly to the public across two floors at Craft Central's St John's Square building. 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.

Dates for the fashion event have been set, so get those diaries at the ready and pencil in... Tues 21 Feb 2012.

**The One Day Sale: Fashion 2012 application form and information on how to participate will be circulated this winter, so keep your eyes peeled!**

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## **Craft Central Gets Hitched! 22-25 March 2012**

### **Central London's handmade wedding fair**

<http://www.craftcentral.org.uk/craft-central-gets-hitched>

In June 2011, we introduced Craft Central's first wedding fair – Craft Central Gets Hitched. The 3 day event took place in our St John's Square building in June, offering the Network another affordable selling opportunity in central London.

Craft Central Gets Hitched will showcase a wide variety of craft/design disciplines and future brides/grooms will be able to buy handmade work direct from the maker. From 'classic' wedding products like bridal fashion, invitations, millinery and jewellery (rings in particular!) to the slightly more unusual including wedding branding, gifts (this is a broad and flexible category!), bookbinding for photo albums, tasteful Hen/Stag fashion and accessories, Father/Mother of bride/groom fashion and accessories, bunting, decorations, favours and table paraphernalia... this will be a one stop wedding shop!

Following the success of the pilot show, dates have been set for 2012 so get those diaries at the ready and pencil in... 22-25 March 2012.

**The Craft Central Gets Hitched 2012 application form and information on how to participate will be circulated this winter, so keep your eyes peeled!**

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## **Made In Clerkenwell: Summer Open Studios at Craft Central, 24-27 May 2012**

<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/](http://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... **24-27 Nov 2011.**

**The Made in Clerkenwell: Summer Open Studios 2012 application form and information on how to participate will be circulated this winter, so keep your eyes peeled!**

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## **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>

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# One Day Designers Sale: Interior Products

## 19 September 2011 (during the London Design Festival)

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

Craft Central recently held the annual one day sale for interior products to coincide with the London Design Festival 2011. With 30+ exhibitors, spread across 2 floors of Craft Central's St John's Square building, the event was a chance for designer makers to sell work directly. Alongside sneak previews of exciting new work, each designer offered selected pieces at discounted prices and provided opportunities for the public to snap up bargains from previous collections. The disciplines on show included ceramics, glass, interior textiles and soft furnishings, lighting, furniture, etc.

All of the displays looked wonderful and the visitors seemed to be having a great time. Everyone (including exhibitors, CC staff and our team of interns) put in a huge amount of effort so many thanks to you all.

As usual, this effort was also reflected in the marketing of the event – we distributed 10,000 flyers, invited at least 16,000 additional craft-specific guests via the CC database and received fantastic press coverage. The audience figure of 400+ is to be celebrated – a great turn out!

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

- Total number of visitors: 400+
- Total number of designers: 30+
- We received lots of publicity through the press, with the event featuring in the following publications: *Time Out*, *ICON magazine*, *House & Garden*, *Resource magazine*, *London Design Festival Guide and website*, *Crafts Council What's On*, *Molly Makes* and other blogs/online listings, and local press (including, *The Islington Tribune*).
- 10,000 flyers were distributed.

**If you're interested in applying for this opportunity next year, keep your eyes peeled for the application call which will be circulated during summer 2012.**

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## Made In Clerkenwell: Winter Open Studios at Craft Central, 24-27 Nov 2011

<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.

Dates for the Winter event have been set, so get those diaries at the ready and pencil in... **24-27 Nov 2011.**

**The selection process has already been finalised, but do come along to the event to be inspired by fellow makers.**

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## Craft Central Exhibition Facilities & Room Hire

**The Corner Shop and Showcase are fully booked for 2011. Craft Central started taking 2012 bookings this summer – although the Corner Shop was immediately fully booked, there is still availability in the Showcase for 2012.**

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 or Tess Bygge 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 the Corner Shop for one week (Mon-Sun, 7 days): £95 for an individual OR £125 for a group of 2 or more.** (working out at an incredibly reasonable £13.57 per day for individual designers)

To avoid the last minute cancellations experienced by CC in the past and in order to confirm your booking, payment for hire is due on booking or, at the latest, 30 days after placing the booking.

**The Corner Shop is fully booked for 2011 and 2012, 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.**

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## **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 the Showcase for one week (Mon-Sun, 7 days): £160 for an individual OR £250 for a group of 2 or more.**

**Hire for the Showcase for one day for an individual: £25 per day.**

To avoid the last minute cancellations experienced by CC in the past and in order to confirm your booking, payment for hire is due on booking or, at the latest, 30 days after placing the booking.

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

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## **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 or Tess in the Craft Central office for details on how to book the window space.

**Hire for one week (7 days): £15**

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## **Further Hire Updates**

### **Payment**

To avoid the last minute cancellations experienced by CC in the past and in order to confirm your booking, payment for hire is due on booking or, at the latest, 30 days after placing the booking.

This is to be paid online <http://craftcentralbookings.org.uk/programme/business-training> - see the Business section for appropriate listing.

### **Cancellation Procedure for the Corner Shop and the Showcase**

To cover the admin costs incurred by cancellations, on booking the Showcase you must adhere to the following cancellation policy:

- 75% of the total hire fee (in addition to original payment) is due when cancelling less than 2 months in advance.
- 50% of the total hire fee (in addition to original payment) is due when cancelling over 2 months in advance.

CC will invoice you for these charges at the time of cancellation.

Please remember, hire of the Showcase is a highly over-subscribed Central London selling opportunity for Network members. It is also heavily subsidised, with extremely affordable hire rates. When hiring the space, please take your responsibility seriously.

### **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 or £50 for groups**

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

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## **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**

**Outside hire (up to 7 days): £50 payment (+ £150 refundable deposit on safe return of the machine)**

**+ 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.

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## **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 to be taken off Craft Central premises. 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 John's 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.**

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## Meeting Rooms

Craft Central has two meetings rooms available for hire in our St John's Square building (EC1M). Perfect for designer makers to meet clients and fellow makers or run workshops and small events.

One day hire is £25 (this is subject to review in the next few weeks).

Contact [info@craftcentral.org.uk](mailto:info@craftcentral.org.uk) or call 02072510776 for more information or to book a meeting room.

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## Business Resources

### Handy discounts and deals for Network members...

#### Insurance – Group Policy Offer

Join a group policy at a reduced cost, including contents, exhibitions, employers, and public & product liability cover. The scheme is managed a the broker who has a good understanding of the specific needs of designer-makers.

More information provided to network members

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#### 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 information provided to network members

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## IT Training and Facilities

### Craft Central IT Room Closure

Unfortunately, the Craft Central IT Room in our St John's Square building was permanently closed on 1 Sept 2011. An email was sent to notify the Network of this in early August.

Less than 0.5% of our Network members accessed the IT Room on an annual basis - it was, therefore, not viable for us to maintain the computers and related equipment for such a low proportion of our makers.

The room is in the process of being transformed into a new meeting space which will be available for Network members to hire at a highly subsidised rate. We feel that this will be a positive and more productive use of the space.

Please accept our apologies for any inconvenience caused.

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### 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](mailto:rob.popper@marketsquares.co.uk) or on 07949 514 938

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**Web Design – Limited-period Discounted Offer from WeMakeWebsites** [www.wemakewebsites.com](http://www.wemakewebsites.com)

*'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 are a premium quality web design and development agency in East London. They have extensive experience in delivering design-led, robust websites for the Craft sector including both brochure-style sites and e-commerce. To view their portfolio visit [www.wemakewebsites.com/work](http://www.wemakewebsites.com/work)

They are currently offering **20%** off their fees for all Craft Central members.

**Get in touch at [hello@wemakewebsites.com](mailto:hello@wemakewebsites.com) for more information**

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## 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 £1 and A3 £2
- 

## 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***

**sarah.hewett@craftcentral.org.uk**

(Network, In Business training and support,  
On Show exhibiting opportunities and facilities)

**Tess Bygge, *Events and Professional Development Administrator***

**tess.bygge@craftcentral.org.uk**

(Training enquiries and bookings)

**Kate Osborn, *Awards for New Work Co-ordinator***

**kate.osborn@craftcentral.org.uk**

**Tessa Damer, *Workshops Manager***

**tessa.damer@craftcentral.org.uk**

(Full and Part time workspace and work experience placements)

**Emily Mackillop, *Workshops Administrative Assistant***

**emily.mackillop@craftcentral.org.uk**

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## **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](mailto:info@craftcentral.org.uk) / [firstname.surname@craftcentral.org.uk](mailto: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