



# Crafts Council Crafting Business 2021



Our new creative business development programme for emerging makers.

Have you got a business idea you need support with? Do you need help with navigating the complexities of managing your finances? This programme is here to help you.

Crafting Business is part of a Creative European funded project to provide business training skills to makers across Europe. Eight countries (including the UK) will be delivering their own respective training programmes in 2021 supporting up to 200 makers.

To hear more about this project, follow [this link](#) to the Crafting Europe website.

## **Is the Crafting Business training programme for you?**

This training is for makers based in the UK who are just starting a new business.

A business starts from when you start selling or when you sign up with HMRC. You could be a:

- A recent graduate
- self taught/attended short courses
- having a change in direction

## **What is expected of you when applying:**

- We expect you to have knowledge of the area your business is aimed at, for example, if your business is to sell crockery and provide workshops for ceramic enthusiasts, then we would expect you to tell us about this in your application.
- To tell us about your craft, where you make, what Inspires you, who Inspires you.
- To tell us about your business or business idea and tell us what our training can help you achieve.
- Upload 5 jpeg images of your work.
- Contact details of a referee, this could be a previous tutor, an employer (who knows your work) or someone who sells your work (a gallerist).

## **What is expected of you for the training:**

- To attend all 8 learning modules done via Zoom (May - September 2021).



- To use your copy (which will be sent to you) of the Design Trust Dream Plan Do year planner.
- To do your own independent research and work to compliment the course.
- To provide feedback following each learning module.
- To create and present your business plan, this will be at the end of the training.
- To provide your top tips for starting a business (at the end of the programme)
- To be future ambassadors for the craft sector.

### **Selected participant benefits**

There are no fees to take part if you are selected. The value of our offer per participant is £2500.

#### **Indirect costs**

- Selected makers will be pre-approved for the [Crafts Council Directory](#). We can offer you two-year membership for the price of one. One year's membership is valued at £60.00.
- If it is possible and agreement is reached by all participants, we hope to host an in-person training session. We ask participants to fund their travel and accommodation (if applicable) for this session.

### **How do you apply?**

There will be a short application form to complete:

- Please refer to the section, what is expected of you when applying.
- You can submit a filmed description instead of written description.
- Application goes live on the 1st March 2021.
- Deadline 31st March.
- Applications done via Survey Monkey Apply.

### **Need support applying?**

- You can nominate someone to help you complete your application form.
- We welcome video applications as an alternative to text.
- Click on this link for advice on submitting good images.
- Click on this link for how to set up a Survey Monkey Apply account.
- We will also be on hand to help with questions you may have in advance of applying, these will be bookable free short advice sessions between 1-31st March.

### **How to we choose participants:**

- We have limited places, only 26 will be selected.
- We have an external panel who will shortlist.
- Shortlisting will be anonymised.
- Those shortlisted will be invited to a short interview via Zoom.
- We will be looking for quality making in addition to the business idea. However, the business idea will take precedence.

### **More information on Crafting Busines and the Crafts Council**

Crafts Council committed to reviewing their support for craft businesses, in 2020 we conducted a review of all our talent development services utilizing data we have been gathering over the past 5 years. This came at a crucial moment when the pandemic emphasized the how vital our craft business support work is. The summer of 2020 helped us respond rapidly and pivot our services, this combined with the review recommendations that our work needs to be much more inclusive. Our commitment remains to supporting craft businesses, we will do this through our Directory membership, through online resources, webinars and through our vital partnerships both home and abroad. 2021 sees a focus on marketing in this new digital era post Covid and a new programme Crafting Business prioritizing developing skills of aspiring craft entrepreneurs.  
[www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)

### **The learning framework for Crafting Business**

please note, you will notice that marketing does not feature in this framework. Due to COVID-19, we are addressing marketing challenges facing everyone through a seminar series from May - September. Each selected maker will be invited to these talks and encouraged to attend as a part of their learning framework for creating a business plan.

### **What do you need for your learning?**

- Laptop or computer
- Ideally good wifi
- Notebook and pen (or however you like to take notes)
- Commitment to this programme.

Those accepted onto the programme will receive a Dream Plan Do year planner from the Design Trust. A how to use this planner induction will be included on the Induction day.

### **About the training format:**

All sessions will be conducted via Zoom.

There is an ambition to have an in person event, however we will consult the group before any plans are put in place.

All provisional dates are provided below, please make note of these, we expect all participants to attend all of the sessions.

Typically sessions last no more than 2&1/2 hours except Induction day and Reflection day.

Once accepted onto the programme, you will receive detailed timings for the programme, plus agenda for the first two modules.

### **Module 1: Induction**

Introduction to the programme, here we help you set your expectations on what you want to set out to achieve

we look at your vision and goals for your future.

You will hear from Patricia van der Akker from the Design Trust on how to use your year planner, and how planning can really aid the development of your business.

## **Module 2: Business visioning and modelling**

Three online sessions spread over 10 days to help you understand a business structure, create a vision for your own business and apply a business structure to this vision.

In advance of this module you will be invited to watch our pre-recorded talks by makers who have created their own business. These lived experiences will provide you with valuable insight that you can apply to your own ideas.

## **Module 3: Finances (costing and pricing, cashflow, financial management)**

Three online sessions over two weeks providing you valuable advice on how to manage your finances.

## **Module 4: Presenting yourself (two parts to this module).**

Tips on how to write about your work and how to speak in front of others about your work.)

Part one: writing about your work

pre-recorded tutorial on how to construct an artists statement. followed by your own revision of your statement submitted to our trainers for comments. This is followed up with a group Q&A with the trainers.

These written principles can be applied to all your written work.

Part two: speaking about your work

Spread over three weeks, this

## **Module 5: Access to funding supports & grant applications, merchandising**

Two sessions, one on grant funding and other income streams through the concept of crowdfunding.

## **Module 6: Product development**

A chance to discuss with fellow makers two pieces of work, one that has not worked so well and one you are proud of. Everyone provides feedback using the Thinking Hats model. This session will have a guest maker to provide their own feedback and lead the session.

## **Module 7: Scaling enterprise and production options, access to international trade events and galleries.**

One session on SEO to understand your website capability. The trainer will provide insight to your own website and provide you with tools to improve its optimization.

One session understanding the options for working overseas, whether showcasing work, exporting or importing.

## **Module 8: Business plan presentation and reflections**

Here you will be presenting your business plan to the rest of the cohort guest business coach and each member of the cohort plus the coach will provide their feedback on your plan.

## **Group sessions**

Three group sessions led by the Crafting Business facilitator on Wednesday evenings providing a moment to discuss learning so far and provide additional support and tools to help with your learning.

Three areas covered:

- Mental health awareness
- Identifying wants and needs
- Peer support coaching tips

Module	Month				
	May	June	July	August	September
Induction	6				
Business Visioning	11, 13, 17				
Group session	26				
Finances		2, 3, 4			
Presenting yourself written		7, 14			
presenting yourself spoken		10/11, 17/18, 24/25			
Group session			7		
Funding			15, 16		
Product development			20/21		
Business Growth			29	3	
Group session				18	
Reflections					6

There will be one final information session in January, this is to encourage further reflections and help set goals for the year ahead.