

# Lewes Artisans

[www.lewesartisans.com](http://www.lewesartisans.com)

John Hinitt / Simon Dale

tel: Lewes 480412 / 486389

email: [info@lewesartisans.com](mailto:info@lewesartisans.com)

## Newsletter no.6: Christmas 2002

### Social

It was great to meet up with some of you for a drink at The Lamb in October, and another unexpectedly sociable occasion was the morning we spent folding the Lewes News last month. With ten volunteers showing up to help, it went down very well with the organisers who wanted to pass on their thanks to all who gave their time. We hope you received your copy of Lewes News, if not, let Simon know and we'll send you a copy of our 'supplement'. It caused a lot of good comment and generated both new members AND work for artisans. If you received a call from anyone in response to either the Lewes News supplement or the recent Sussex Express full page advert, please let us know - we can only find out what works and what doesn't if people tell us. It then helps us decide which projects are worth doing again.

### The Big Ad

Thank you to everyone who supported last week's ad in the Sussex Express - if you didn't see it, we had a whole page branded with our logo, a short article explaining who we are and what we do, and 16 ads for individual artisans. It's a format we would like to repeat every few months, if the interest is there. If we plan it far enough ahead we can theme it more closely to events or times of the year. Please tell us if you would be interested in taking part or if you have ideas for themes.

### Do you want some free publicity?

A press release on behalf of Artisan Peter Cole in October generated publicity in both the Sussex Express and the Argus, and even an interview on BBC Southern Counties Radio. Not only that, but we saw a sudden peak of visitors to the website immediately afterwards. What that shows is that when we generate publicity around individual artisans, not only do they benefit but so does everyone else.

But we need you to tell us your news. We have a 100% success rate at getting stories into the Sussex Express, which isn't bad! You might think you've nothing interesting to announce, but in fact the sorts of things that people usually put in press releases are boring as anything. What the local media want is news that involves local people, places, events, history, funny coincidences; not 'so-and-so launches new photocopying service'. As artisans we all have interesting products, skills, backgrounds and stories to tell. We would like to send out a press release every month - so please have a think about it and let Robin know if you have a story you would like to be featured.

### Artwave 2003

Looking ahead to next year, we are considering the possibility of doing something under the Artwave umbrella, such as a show, exhibition or special mailout/brochure. Although not all artisans will feel it's applicable to their business, nonetheless we have many artists and makers among us - some of whom we know

already exhibit during Artwave. If you are interested in sharing the costs (and benefits) of a Lewes Artisans/Artwave project, please contact Simon or John for a chat about it.

### Membership renewals

Thank you to those of you who have renewed your membership in recent months. If you've asked to renew and are intending to do so, but haven't got around to it yet, we would be grateful if you would dig out the reminder and send it to Simon with a cheque for £30. We feel that Lewes Artisans has really 'changed gear' this year, and that membership represents better value than ever. It would be great for us to start the New Year without the worry of chasing up payments! On the other hand, if you don't think membership has been worth it, please tell us ... and at least give John the chance to talk you out of leaving.

### Would you like to know more about using the internet to market your business more cost-effectively?

*Only a small proportion of businesses in Lewes are making the most of the internet as a marketing tool. Advertising, leafleting, mailshots . they might be doing the trick, or they might be costly mistakes, particularly for a sole trader. Robin is putting together a series of evening seminars for anyone who would like to market themselves successfully on a small budget - by using e-mail and the web. No technical knowledge is required, just an openness to new ideas. Each seminar will be around 3 hours, somewhere in Lewes, and you get comprehensive handouts. The emphasis will be on exploding the common concerns and myths about the internet, and using local case studies to show just what can be achieved. Robin's a generous soul but it won't be free - cost is likely to be around £40 per seminar - each will be self-contained on a separate topic. If you're interested in attending please contact Robin on 01 273 472489 or email [seminars@robinhoughton.com](mailto:seminars@robinhoughton.com) for more details.*

### Room to let - for artist's studio etc.

Artisan space available in spare room at Lewes New School in the Pells area. One large light room could suit several artists, total £120 pcm or £30-40 per artist. To include all utilities. Own private entrance, can be completely separated from main school. Please contact Adrienne Campbell 01273 477074.

### Email

If you would prefer to receive future newsletters by email only let us know: [simon@lewesartisans.com](mailto:simon@lewesartisans.com)

*Finally we wish all artisans and artisans' families a stress-free and happy Christmas.*

SD JH RH Christmas 2002