

# Lewes Artisans

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## Newsletter no.7: Spring 2003

Dear Artisans,

Welcome to the latest Newsletter. Since our last newsletter in December there has been plenty happening behind the scenes.

### NEWS

In January you may have seen the good size article in the Sussex Express, about Lewes Artisan Sue Fasquelle and the Brighton Clock Tower panels that she's currently restoring. Southern Counties Radio also picked up on the story, and Robin had a chat about it with Jo Ann Good on her breakfast show.

We did look into the idea of a Lewes Artisans exhibition during ArtWave later in the year. This was something several members had brought up in the past, and although a small number of Artisans expressed an interest, we decided not to go ahead on this occasion. We wouldn't have wanted to present ourselves in anything other than a professional manner, and upon investigation the costs of organising such a show were prohibitive. Instead, we are going to continue to put our time and resources into repeating past successes, such as shared advertising and updated publicity materials.

Lewes Artisans continues to grow in strength, and we are in the process of creating a recruitment leaflet and a streamlining the sign up process. We will be sending you a handful of these leaflets which we hope you will give to any potential Artisans you know who may be interested in joining us.

As we have always maintained, having more members would enable us to:

- expand the services we offer to you
- spend more on raising the profile of Lewes Artisans with the general public, and
- give us more 'clout' with the press, the local authorities and potential partner organisations

With the launch of the new brochure, we are putting up the price of first year's membership to £40, and keeping it at £30 for renewals. This allows us to keep improving our services, while at the same time acknowledging our thanks to existing members for your continued support. We hope that 2003 will be the year in which we reach 100 members!

### ONLINE PROMOTION

As you know, one of our jobs is making sure your Lewes Artisans page can be found easily on the web - by a process that's known as optimisation. By careful construction of your Lewes Artisans page, and submissions to search engines, we are helping to keep you up there as close to the top of the search results as possible. That's why it's always great when we get spontaneous feedback, such as when Artisan Robert Ball contacted us recently to say "Thanks for the great work in getting my website up on the search engines!"

The trouble with search engines is that they are always changing the criteria by which they rank sites, and these days more and more

businesses are paying for high placements. This makes the job of the 'optimiser' even harder - and it makes a lot of sense to have someone else do the job for you (in other words, Simon).

### FREE PUBLICITY FOR YOUR BUSINESS WHAT TO EXPECT

We're always pleased to hear from Artisans with newsworthy stories to tell, and we're happy to publicise them if we're able to put a Lewes Artisans 'slant' on things. We have a very good relationship with the Sussex Express and a 100% record of getting stories placed in it. Lewes Artisans have also featured in the Argus and on the radio. It's worth taking advantage of this resource, so keep the stories coming! We do ask two things in return: please try to give us a little notice (two or preferably three weeks ahead of any event, for example) - and please be prepared to make the journalists' lives easy. Publicity of this kind is often a lot more powerful than advertising, and after all, it's free. If we send out a press release about your business, a photographer may want to come and see you, or you might be asked to do an interview at short notice. We want the press to look upon Lewes Artisans as a reliable and authoritative source - because then we get asked back, and more free publicity for the group and its individual members.

### SOCIAL

Following the success of our last meet-up, we're calling another one for **Thursday 27th March**.

As before, we shall be in the **Lamb in Fisher Street from 5.30 till about 8**, as we hope you can drop by to say hello, have a drink and a chat and meet some fellow Artisans.

It's also your chance to corner John, Simon or Robin if you have anything you want to get off your chest (Lewes Artisans-related if possible!)

Please don't be put off by the fact that it's a pub - early evenings in the Lamb are very quiet and there's no obligation to drink alcohol, they also serve coffee.

We hope to see you there.

### Leicester Road Farmyard: QUIZ NIGHT

This year the residents of Leicester Road are going to raise enough money to donate a farmyard to a community or village in one of the poorest parts of aids and war ravaged Africa.

This will be done through the registered charity Send-a-Cow and they need to raise £2000 to donate a whole farmyard. The quiz night is only one of the events planned for the coming year.

If you fancy a good fun social evening where you get the stretch your brain as well as your right arm, get a team (of up to 6) together with other artisans/friends and come to this event on: **Friday April 11th at St. Mary's Social Centre**, Christie Road at 7.30p.m.

Bring your own drink and snacks and help raise money for this cause. Entry will be £3.00 per person. Modest prizes for the winners! Details of the farmyard project on the website:

[www.leicester-road.org/farmyard/](http://www.leicester-road.org/farmyard/)

Please phone Simon and Lucy if interested, so they can get some idea of numbers. 470092/486389 email: [lucy@simondale.com](mailto:lucy@simondale.com)

**With best wishes to all artisans and families.**

**SD JH RH: March 2003**