

## Newsletter no.11 Spring 2004

Welcome to the Spring 2004 Newsletter

### LATE SPRING PROMOTION COMING UP

The season is changing and the Lewes Artisans website is soon to get a spring clean. Although we have made many improvements over the three and a half years of our existence, we feel the time is now right for a major revamp. This will better reflect the full range of trades, crafts and skills we represent and offer a better opportunity for the artists and craftspeople to showcase their work.

Target date for the 'relaunch' is May – and we've a number of other promotional activities planned to coincide with it:

**Sussex Express:** we will be advertising in the Sussex Express over the next three months, on 19th March, 16th April and a larger ad on 14th May

**Lewes News:** we are planning to write an article which we hope will be published in the May issue

**Directory:** we are producing an updated version of the print directory which we distributed before Christmas. This will be a simple leaflet, listing all Artisans and their contact details, and we plan to distribute it as a loose insert to the Lewes News, at the Farmers' Market and door to door as before.

### NEW MEMBERS

Thank you to all members who have recently renewed – we appreciate your continued support. A warm welcome to all new members who have joined since the last newsletter:

Richard Hawley – Plasterer

Pippa James – Garden Designer

Miranda Kemp – PR and Marketing

Kerry Lindsay and Bertie Richer - Plumbers

Sue Craske – Garden Designer

Gill Andrews – Painter

Max Brownrigg – Tree Spirit Wood Carver

### REMINDER – PLEASE HELP US SPREAD THE WORD

Don't forget – we rely on individual Artisans to help promote the group, so if you are placing advertising, having new stationery printed or producing promotional literature, please find space to mention that you're a member of Lewes Artisans. To those who are already doing so – many thanks.

Also – you may not realise this, but you can promote the address of your own page directly. For example, Simon's page is:

<http://www.lewesartisans.com/people/dale.html>

Just substitute your last name for 'dale' and you have your own personal webpage address.

*Please check with Simon* before getting any stationery, ads and brochures printed as on the redesigned site this address will change to something more like:  
<http://www.lewesartisans.com/page.asp?artisan=dale>

If you work outdoors, up ladders or on scaffolding, remember we have a large 'Lewes Artisan's sign available – just give John a call on 480412 if you're able to use it.

### SHOP WINDOW DISPLAY SUCCESS

Two weeks before Christmas, Lewes MP Norman Baker kindly allowed us to make a window display at his offices on the High Street. With limited window-dressing experience Simon and Robin managed to create an eye-catching display thanks to the dozen or so artisans who took part.

Staff inside the shop reported that they nearly ran out of Lewes Artisans leaflets several times during the fortnight, so there was obviously a great deal of interest. If you missed it, you can see a photo on the website at <http://www.lewesartisans.com.news.html>

### SOCIAL: WEDNESDAY 24TH MARCH, 6PM IN THE LEWES ARMS

A huge thankyou to Artisan Peter Cole who generously hosted a Christmas get-together at his home, and to all the Artisans who came along for it. It was great to meet some of our newer members as well the 'old' faces!

This month we are having an informal social after work at the Lewes Arms, on Wednesday 24th March from 6pm. We'll probably be there until 8.30pm or so, so do come along during that time if you are able to, for a drink, to pick our brains, put faces to names or just to say hello. Hope to see you there.

*With best wishes to all Artisans and their families  
RH JH SD March 2004*