

## Newsletter no.12 Late Summer 2004

### PROMOTIONS UPDATE

With more members joining, this year we have had the funds to do more than ever to spread the word about Lewes Artisans. Here's what we've been getting up to since our last newsletter:

· May saw the launch of our new-look website at accompanied by a series of adverts in the Sussex Express leading up to the launch. There was also an article about Lewes Artisans in the Circa restaurant newsletter with a link to our site.

· In June we took a stand at the Farmers' Market and distributed printed Directories, which also went out to every household and business in the July edition of Lewes News. We also distributed the Directory through the usual sources such as the Tourist Information Centre and the library.

· Also in Lewes News in July there was an article about Lewes Artisans which you may have seen, and also that month a glossy full-colour A5 leaflet to promote the new online Gallery was sent to the Artwave mailing list of 600

· Also in July we took an advert in the programme for the launch event of arts organisation The Paddock at the Town Hall, with which Artisan Miranda Kemp was involved.

Due to the popularity of the printed Directory, we now plan to make it a regular thing. From January, we will produce an updated version every 6 months and distribute it through Lewes News and the usual outlets in town. So not only are members being promoted via the website, but directly to every household and business in Lewes on a regular basis.

Going forward we have a number of exciting plans including advertising on the Lewes Map which has excellent distribution, and the production of some new promotional postcards.

### NEW MEMBERS

A warm welcome to all new members who have joined Lewes Artisans since the last newsletter:

Siegfried Johann Block – Architect  
Camilla Clark – Counsellor

Richard Collett - Silversmith  
Ruth Garrett - Painter and Potter  
Graham Gordon – Builder  
Corey Pegler – Builder  
Peter Rogan – Joiner  
Paul Tucker – Complementary Health Therapist  
Keith Viney – Landscapes and Water Gardening

### A PLEA FOR TIMELY RENEWALS

Thank you to everyone who has recently renewed – we appreciate your continued support.

You may have noticed our new-look reminder notices which are designed to make renewing your membership as painless as possible – we even supply you with an SAE. We know that everyone is busy, us included, so please help us by responding as soon as possible when you receive a renewal reminder. Prompt renewal will ensure that your webpage will stay up and you will be included in the next directory. Even if you decide not to renew, we would still appreciate a call to let us know, so that we don't waste time and money pursuing you for a response!

Remember you can save yourself £5 of your next renewal for every new member you refer.

### REMINDER – PLEASE HELP US SPREAD THE WORD

Please help us to promote the group! If you are placing advertising, having new stationery new promotional literature printed, please find space to mention that you are a Lewes Artisan. And a big thank you to those who are already doing so.

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

### SOCIAL: THURSDAY 30TH SEPTEMBER, 6PM AT THE RAINBOW

Our next after-work get together will be held in the rear room at The Rainbow on the High Street, on Thursday 30th September from 6pm. We'll be there until 8.30pm or so, so do come along during that time if you are able to, for a drink, to ask a question or just to say hello.

We look forward to seeing you there!

Robin, John & Simon