

Newsletter no.13 February 2005

Welcome to the first member newsletter of 2005! It's been a few months since the last newsletter, and part of the reason for the silence is just that we have been so busy. Which is why this month we are asking if you can help out, even in small ways. We've also got a lot of new members, and ambitious plans for 2005 which we want to tell you about. PLUS we hope to see you at our next social on **Thursday 10th March**.

ARTISTS' BIG AD

On April 8th we have booked another Sussex Express full page advert for Lewes Artisans, which we are going to use to promote our **Gallery of artists and makers**. This is the first time we will have focused on just one of our categories. (Those of us who aren't in the Gallery – not to worry, there will be other Big Ads for different categories a little later in the year.)

If you have a Gallery entry, now's your chance to promote your work on a full-page Lewes Artisans ad. Available on the page will be 15 credit-card size spaces each costing only £17.50 and we will offer those to Gallery members on a first-come, first-serve basis. (You can always reserve a double-size space if you wish.) Remember, although it's a small space, you can include your personal contact details, and the Ad will be promoting your Lewes Artisans webpages where people can see more of your work.

The beauty of having a whole page is that it makes a real impact - readers won't be able to miss the 'Lewes Artisans' masthead. Obviously we'd like people to respond to the individual ads, but even if you don't get a rush of sales from it, all Artisans benefit from the exposure and from keeping up our profile locally.

So, Gallery members, please call Simon on 470092 as soon as possible if you'd like to take part. Deadline for taking part in the Ad is **FRIDAY 25th MARCH**

NEW MEMBERS

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

Birgitt Auer – *Myo-Reflex Therapist (Physiotherapist)*
Carrington Griffin Design - *Graphic Designers*
Spencer Childs - *Electronic Prototyping for Designers*

Michael Cotgrove - *Computer Data Recovery*
Catherine Darcy - *The Vintage Shirt Company*
Tobias Dickins - *Furniture Designer/Maker, Interior Designer*

Chris Dodd - *Hardwood and Laminate Floor Specialist*
Phil Duncan - *Ceramic Artist*

Richard Keal - *Carpenter, Joiner & Sculptor*
Marianna Lampard - *Qualified nurse, aromatherapist, sports therapist, reflexologist and Indian head masseuse.*

Tony Lucas – *Tree Surgeon*

Kathy Myles - *Clothing Alteration and Design Service*
Angeliki Panteli - *Complementary Therapist and Massage Practitioner*

Colin Poulter - *Plasterer*

Mary Stephenson – *Wutan Martial Arts*

Dereck Wills - *Corgi Gas Boiler Servicing*

Please visit the website to see what your fellow Artisans have to offer.

We're also pleased to announce that we now have a new category – **Music & Performance**.

As you probably know there are many musicians living and working in Lewes, and we already have our first recruits:

Sebastian Reichl – *Piano Teacher*

Nick Houghton – *Organist & Accompanist*

PROMOTIONS UPDATE

The website now regularly gets over 2,000 unique visitors each month, with January 2005 reaching a peak of 2,303.

Here's what has been happening since our last newsletter:

· In January, the new updated **Directory** was distributed to all homes and businesses in Lewes via Lewes News

· We had a table display at the February **Farmers Market** and also gave away more copies of the Directory

· Since November we now have some smart Lewes Artisans postcards. You should have received copies of these, if not, or if you'd like some more, let Simon know. They're very eye-catching – if you have a counter where you could display them let us know and we will source some perspex dispensers.

Our plans for this year include a new updated and improved Directory in July, more PR activity in order to get the Artisans in the press and regular advertising in

the Sussex Express at key times, such as during Artwave. As Lewes Artisans grows and becomes ever more diverse, we would like to do more targeted promotion focusing on the different categories.

Thank you to everyone who continues to spread the word about Lewes Artisans. At the Farmers' Market this month it was clear that we have now achieved widespread recognition in the town. We no longer get asked 'Who are Lewes Artisans?' In fact, one alternative practitioner stopped by and said that his customers had told him he ought to join us!

You can help us continue to grow and keep our profile high, by telling people you are a Lewes Artisan, by displaying a sticker or postcards and by mentioning Lewes Artisans on your marketing materials and local advertising.

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.

PLEASE HELP US BY RENEWING PROMPTLY

A big thank you to everyone who has recently renewed – we appreciate your continued support.

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. We welcome feedback, both good and bad - if there's something we could be doing better, we would like to know.

NEXT SOCIAL: THURSDAY 10th MARCH, 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 10th March 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. The last social at the Rainbow was well-attended, so don't worry if you feel you won't know anyone – you will by the end of the evening!

HELP NEEDED!

As you probably know, Lewes Artisans is basically run by three people, all of us at the same time trying to keep body and soul together earning a living just like you! We are at the stage when we would really appreciate some help. We don't expect an open-ended commitment, but if you are able to give even an hour or two each month, it would take some of the pressure off of us. The kinds of tasks we are talking about are:

Following up new members for information to go on their webpage

Following up renewal requests by phone (the vast majority of Artisans do renew, they just need reminding)

Helping with Lewes News when we have an insert or article (a Saturday morning, every few months or so)

Occasional member phone surveys

Sending out printed version of member newsletter

Phoning members to ask if they want to take part in a 'Big Ad', chasing them up for their artwork, getting their payments in.

We are also always interested to hear from anyone willing to get involved in developing partnerships with other organisations, writing articles and helping out with website maintenance.

If you think Lewes Artisans is a good thing that deserves to keep growing, and if you can spare some time, please give one of us a ring and let's talk about how you can help.

THANK YOU!

Robin, Simon & John: Feb.05