

Hey Clay! 2018 Venue Guidance

What is Hey Clay!

Hey Clay! is a national celebration of clay - giving everyone the chance to unleash their inner potter. This is done by venues offering free participation events with clay over the course of the weekend.

When is it?

It is from the Friday 23 to Sunday 25 March 2018. Venues can do anything from one half-day session through to three full days and anything in-between.

Hey Clay! is part of the Get Creative festival which has been extended this year to run from 17 – 26 March 2017. Get Creative is a national campaign to support everyday creativity which is run by BBC, Crafts Council, Voluntary Arts, Family Arts Campaign, Fun Palaces, What Next?, Arts Council England, Arts Council Wales, Creative Scotland, Arts Council of Northern Ireland, 64 Million Artists and Creative People and Places.

Who are Hey Clay! events for?

Hey Clay! is for everyone who fancies having a go at pottery. Some venues run sessions exclusively for adults, young people or children, but many venues run sessions that families can attend together. We have also had venues run sessions for people with learning difficulties. We would love to work with venues to run events for a diverse range of participants.

Why should I run a Hey Clay! event?

1/ The Get Creative campaign is about encouraging everyone to try something creative. Its aim is to give people the chance to try something for free that they may want to pursue more regularly. We hope that by running a Hey Clay! event you will reach new audiences for your workshops and events. In 2017 56% of venues said that the event had attracted a new audience and 38% said that it had attracted a mix of new and existing audience.

2/ It is a great opportunity to connect with local press including your regional BBC station. The BBC is a key member of Get Creative and last year a number of Hey Clay! venues were featured on their local BBC radio stations and a Hey Clay! potter threw a pot on air on BBC 5 Live!

3/ It is chance to be part of a national campaign. Get Creative events will be promoted by all Get Creative partners (see above) and the Crafts Council will run a dedicated communications campaign for Hey Clay!

Do we get paid to run events?

Unfortunately we are not able to pay venues to run events. We hope that the benefits above make it worth doing. Following feedback from last year we will be clearly communicating to the public that Hey Clay! venues generously run events for free.

How do I become a Hey Clay! venue?

If you're an individual or organisation who has previously run a public-facing workshop or education event then we would love you to run a Hey Clay! event. All you have to do is send a Hey Clay! listing form to heyclay@craftscouncil.org.uk

If you are a maker without a big enough studio or a public space who would like to run a session but has no maker or educator then also get in touch and we can see what match-making we can do!

Bookings

If you are running workshops or taster sessions for limited numbers then we suggest that you ask people to book. We recommend using [Eventbrite](#) as a simple way to take and manage your bookings. If you would like support setting up your sessions on Eventbrite then please let us know.

If your sessions become fully booked, please let us know so that we can update your listing on the website.

Who else is involved?

For the first year of Hey Clay! there were 70 venues. In 2017 we had 104 venues take part and 6,000 people attend events. In 2018 we're aiming for 130 venues!

How will Crafts Council and Get Creative support this?

Each Hey Clay! venue will have its own listing on the Crafts Council website and the Get Creative website. Event listings will be searchable by region. We would like to get all these listings live by the end of January 2018.

We will be updating the eye-catching flyers and social media assets from last year for you to use. We will be sending these to venues in January 2018.

We will be creating a communications campaign to push the word out far and wide and will send all venues a template press release and some communications guidelines so that you can promote your event locally.

Accessibility

Please let visitors know the accessibility of your venue in advance.

Health and Safety

Organisations holding Hey Clay! events must take into account the health and safety of their visitors:

Child Protection

Hey Clay! events are aimed at adult and/or family audiences. Under 16s should in all cases be accompanied by the adult they are attending the event with. If for any reason your events will involve unaccompanied children or young people please let us know so that we can assist you in taking the necessary precautions.

In general some good guidelines when hosting events with children and young people are:

- Ensure the persons who are responsible for the children (teachers, parents, guardians, etc) are present during the activities or that there is always more than one adult present.
- First Aid should not be administered without the permission of the child's parent, teacher or accompanying adult.
- Any physical intervention (putting on aprons, guiding use of equipment, etc.) should only be undertaken when requested by the child and/or upon permission of the parent or guardian with them.

Insurance

If you do not currently have public liability insurance at your venue then it is up to you to decide whether insurance is necessary for your event. Crafts Council can offer advice on insurance if you are unsure what cover you need.