



Crafts Council Take Stock scheme for retail support

Application Form

Section One- Applicants details

Your name

Are you the owner of the business?

Yes No

If no, who is?

And, what is your job title?

Business Details (as registered with Companies House)

Business Name

Registered

Address

Town / City

County

Postcode

Telephone

Mobile

Fax

Email

Website

VAT registration no.

Business no.

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If the registered business address is different from the address of the place you retail from, please give the retail space address below. If you only sell on line, please state this here

Address

Town / City

--

County

--

Postcode

--

Telephone

--

Mobile

--

Fax

--

Email

--

Website

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Section Two- Retail Activity

In this section you need to supply information and evidence about your retailing activity. Please note that applicants must have a minimum of two years of proven sales activity.

Please give details of:

1) Proof that applicant has an established history of selling contemporary craft for a minimum of 24 months. <u>Acceptable evidence: a combination of trading accounts; examples of publicity; examples of media coverage.</u> You must provide examples, print and catalogues
2) Nature and type of work sold- media and type of objects sold
3) Number of makers represented annually
4) Number of makers sold annually
5) If you sell other work aside from contemporary craft please indicate what this is and what percentage of your sales it comprises
6) Annual turnover for the past five years (if in business for less than this- provide details of all years in business- showing no less than two years)

Staffing

7) Please provide a brief overview of staffing structure. Including number of staff and roles

Audience

8) Who is your primary audience?
9) How do you currently target your audience?
10) Who would you like to target in the future that you do not currently?

Please continue on a separate sheet if necessary. Remember to include your name and contact details, and number the extra sheets.

Section Three- About your proposal

1) Which topic does your project focus on?

- Branding and identity development
 - In store presentation and design
- or
- Web development and e- commerce

2) Please give a summary statement outlining your project aim and overview of proposal (100 words max)

3) Please give a full outline of your proposed project and reasons why you should receive the support including:

- A project outline giving background to the proposal and reasons why you wish to undertake the project. (Detailing clear milestones and dates of other expected achievements.
- A clear indication of the desired final project aim
- A definition of why the project would be seen as innovative
- An indication of your willingness to receive external input and to take part in a two way developmental process
- Demonstrable evidence that the project will be supported with a commitment to staffing and appropriate financial contribution
- A business plan which incorporates the project within it.

Continue on separate sheet if necessary. Please ensure all sheets have your full name and the title of the proposed project and are numbered;

Budget

4) Is your proposed project receiving any other grant or funding towards its development and delivery?

Yes No

(If yes, please give details: scheme, amount, date received / expected and for what purpose)

5) Please give an outline of the budget you are allocating for the project indicating a breakdown of costs for

Materials	£
Promotional activity and tools	£
Staffing	£
Set up costs	£
Travel and subsistence	£
Total	£

*Please note that there is no minimum or maximum requirement for project budget, and you will not be assessed on the size of your allocated budget

Section Eight- Images and printed material

- Enclose a maximum of six images to present your retailing activity and support your application. Please supply digital images as photographs are not accepted
- Example(s) of current printed material

Guidelines for digital images

- Digital images must be supplied on a CD. We cannot accept images by email or in any other format
- We require the images to be file size 70 dpi and no larger than 9 x 12cm (portrait or landscape), 340 x 255 pixels
- Please file the six images in one folder on a CD, labelled with your name. Within the folder, each image should be labelled with your name and number from 1 to 6, to correspond with your image details on the application form. E.g. jsmith1.jpg
- Digital images must be saved as JPEG files and should have the suffix .jpg

Please use the space below to describe the piece featured in each of your numbered images:

IMAGE 1- 6

1) Title / date	
Description	
2) Title / date	
Description	
3) Title / date	
Description	
4) Title / date	
Description	
5) Title / date	
Description	
6) Title / date	
Description	

Checklist

- Completed application form
- A maximum of six images on a CD, following the formatting guidelines in the application form
- Equal opportunities form

Signature of applicant:

Date

Please return the above information to:
Retail Development
Crafts Council
44a Pentonville Road
Islington
London
N1 9BY

Please submit application by 4pm Friday 14th August 2009



Crafts Council Take Stock scheme for retail support

Equal Opportunities Form

We are committed to equal opportunities within the crafts sector and as part of this policy, all applicants for Crafts Council schemes are invited to complete the details requested below. This information will be used only for the purpose of monitoring the schemes and crafts activity in Great Britain. It will be held separately from your application and information on this form will not be used in deciding whether or not to invite you to interview or offer you support.

As an organisation with an equal opportunities policy, we aim to ensure that no applicant receives less favourable treatment on the grounds of age, race, colour, sex, marital status, religion, ethnic origin, nationality, disability or sexual orientation. Please help us to achieve our aim by answering the following questions.

1. **Name** (in full)
2. **Date of birth**
3. **Age**
4. **Country of birth** (e.g. England/Wales/Ireland)
5. **I would describe my ethnic origin as:**

The ethnic origin categories are those recommended by the Commission for Racial Equality. Any complaints that applications have been unfairly considered on the grounds of racial origin, religion, sex, age, marital status, sexual orientation, or disability should be made in writing to the Research & Information Officer.

- | | | | |
|---------------------------------|--------------------------|------------------------------|--------------------------|
| A White British | <input type="checkbox"/> | I Pakistani | <input type="checkbox"/> |
| B White Irish | <input type="checkbox"/> | J Bangladeshi | <input type="checkbox"/> |
| C Any other White background | | K Any other Asian background | |
| | | | |
| D Mixed White & Black Caribbean | <input type="checkbox"/> | L Caribbean | <input type="checkbox"/> |
| E Mixed White and Black African | <input type="checkbox"/> | M African | <input type="checkbox"/> |
| F Mixed White and Asian | <input type="checkbox"/> | N Any other Black background | |
| G Any other Mixed background | | | |
| | | O Chinese | <input type="checkbox"/> |
| H Indian | <input type="checkbox"/> | P Any other ethnic group | <input type="checkbox"/> |

6. **My sex is**
 Female Male

7. **My marital status is**
Single Married/cohabiting Other
8. **Are you**
Not disabled Disabled
9. **Do you have prime responsibility for caring for children?**
Yes No
10. **Do you have prime responsibility for caring for elderly or infirm relatives?**
Yes No

Signature of applicant

Date

The Crafts Council is committed to equal opportunities

