

ARTS & CRAFTS INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the music industry.

Inside you will find sources of information such as market research (statistics, trends, and developments), key companies, trade magazines, newsletters, YouTube and Internet sources.

This guide will be useful to anyone starting a business within the Arts & Crafts industry and also for those wanting to further their knowledge within this area.

Start-Up Information



accessible via
electronic databases

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Antiques and Fine Art Dealer	BOP199
Antique Furniture Restorer	BOP028
Art Supplies Shop	BOP301
Artist	BOP455
Arts and Crafts Gallery	BOP115
Arts and Crafts Workshop Tutor	BOP526
Blacksmith	BOP273
Cake Decorator	BOP469
Chocolatier	BOP279
Craft Bakery	BOP064
Craft Supplies Retailer	BOP449
Curtain and Soft Furnishing Maker	BOP059
Decorative Glassware Maker	BOP195
Gift Shop	BOP392
Greeting Card Maker	BOP144
Handbag Maker	BOP544
Handmade Cosmetics Maker	BOP570
Handmade Furniture Maker	BOP013
Handmade Toy Maker	BOP009
Illustrator	BOP177
Jewellery Make	BOP008
Make-up Artist	BOP374
Photographer	BOP001
Pottery and Ceramics Maker	BOP063
Speciality Cake Maker	BOP346
Stained Glass Artist	BOP192
Tattoo Artist	BOP241
Wedding Favour Maker	BOP509
Wedding Stationery Maker	BOP476

Mini BOP

Animator	MBP088
Candle Maker	MBP140
Christmas Decoration Maker	MBO282
Coffin Maker	MBP343
Comic Book Publisher	MBP201
Organic Beauty Salon	MBP194
Organic Cosmetics and Toiletries Retailer	MBP296
Perfumer	MBP171
Pet Portrait Artist	MBP051

Business Information Fact Sheets (BIF)

A Guide To Applying For A Music Licence	BIF488
A Guide to Using the Copyright of Others	BIF157
A Guide to Using Copyright to Protect Your Work	BIF218
An Overview of Intellectual Property Rights	BIF012
Choosing the Right Business Legal Structure	BIF032
Protecting and Registering Product Designs	BIF249

Sector Update (SEC)

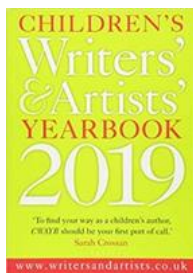
Crafts and Creative Industries	SEC019
Independent Retail · Sector Update	SEC007

Source of Business Information (SOU)

Arts Marketing	SOU721
British Institute of Professional Photography	SOU330
Crafts Council	SOU009
Fine Art Trade Guild	SOU886
Heritage Crafts Association	SOU784
Rural	SOU721

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located opposite the Enquiry/Information Desk in the Business & IP Centre Reading Room.

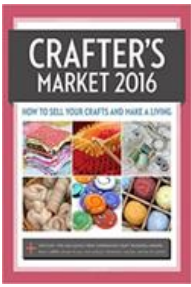


Children's writers' & artists' yearbook 2019: the essential guide for children's writers and artists on how to get published and who to contact [SBH.BT.177]

The annual, bestselling guide to all aspects of the media and how to write and illustrate for children and young adults. Acknowledged by the media industries and authors as the essential guide to how to get published.



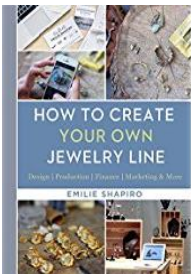
The craft business handbook: the essential guide to making money from your crafts and handmade products by Alison McNicol [SBH.BT.137]



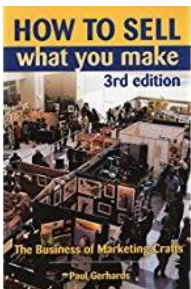
Crafter's market 2016: how to sell your crafts and make a living by Kerry Bogert, editor [SBH.BT.18]
Help with starting or expanding your business with resources, such as contacts and guidelines for craft markets, craft shows, magazines, book publishers, online marketplaces. Hosting creative retreats, how to manage your time on the internet, using Pinterest, handling customer orders and setting up and using e-newsletters.



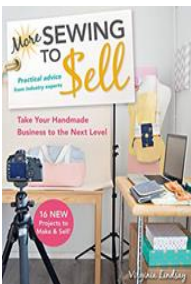
Starting up a gallery and frame shop by Annabelle Ruston [SBH.BT.119]
Written in conjunction with the Fine Art Trade Guild, advice on starting up your own gallery, pros and cons of running your own business, choosing premises, start up and running costs, typical lease agreements, financial projections etc. Plus case studies.



How to create your own jewellery line by Emilie Shapiro [SBH.BT.48]
Learn the ins and outs of running a craft business. Emilie Shapiro shares her knowledge with you on how to set up and run a craft business – a detailed guide.



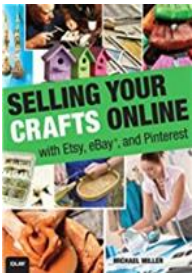
How to sell what you make: the business of marketing crafts by Paul Gerhardt) [SBH.BT.60]
Getting started, selling, exhibiting at trade shows, pricing, and marketing – turn a hobby into a profitable business.



More Sewing to Sell--Take Your Handmade Business to the Next Level: 16 New Projects to Make & Sell! by Virginia Keleher Lindsay [SBH.BT.187]
Practical advice from industry experts! Virginia Lindsay teaches you how to sell your handmade items for a real profit. This hands-on guide to the sewing business includes 16 new sewing patterns, all copyright- and royalty-free, ready to customize for craft fairs or online shops.

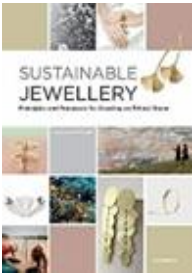


Open innovation: academic and practical perspectives on the journey from idea to market edited by Arthur B. Markman [SBH.PDIP.42]
This movement of *open innovation* in the workforce necessitates improvements in the arenas of idea generation, evaluation, funding, and the presentation of these ideas to the marketplace in new and exciting ways.



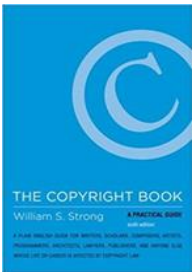
Selling your crafts online: with Etsy, ebay, and Pinterest by Michael Miller [SBH.BT.95]

Step by step guide through the online crafts marketplaces. Craft specific tips and advice on everything from creating listings to getting a fair price, processing payments.

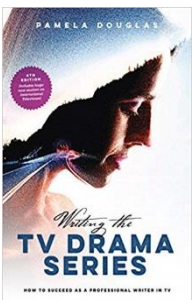


Sustainable jewellery: principles and processes for creating an ethical brand by Jose Luis Fettolini [SBH.BT.184]

Sustainable Jewellery contains all the aspects that are necessary to know in order to start the path towards sustainability in the jewellery business, from the traceability of gems and metals, to the impact of the processes of purification, smelting, polishing, etc., and the ways to work with certified materials.



The copyright book: a practical guide by William S. Strong [(B) IP 346.730482] Business, item is on open access in the Business & IP Centre.



Writing the TV drama series: how to succeed as a writer in TV by Pamela Douglas [SBH.BT.186]

A revised and updated edition is a complete resource for anyone who wants to write and produce for television drama series or create an original series, as well as for teachers in screenwriting classes and workshops. It leads the reader step-by-step through every stage of the development and writing process.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- **Success Case Study: Sauce Shop – Using Craft to Challenge the Mainstream Condiment Market**
- **Opportunities in Craft Spirits**
- **Product Launch Analytics Innovation of the Week: menopause just got easier to manage, thanks to this new craft beer**

- Success: Camden Town Brewery – Taking Craft Beer From Local Niche to National/International Brand
- Success: Camden Town Brewery – Taking Craft Beer From Local Niche to National/International Brand
- Gunna – the latest premium brand in the UK carbonates market



- Toy retailing in the UK – G47.650



- Hobbycraft launches Custom Crafting experience at Crawley
- Hobbies and Interests
- Greeting Cards & Personal Stationery retailing
- Toy Retailing



- Arts and Crafts in United Kingdom
- Dolls and accessories United Kingdom
- Reconnecting fragrance to its artistic value

Printed & Online Market Research Reports (Please ask for help in finding these)



Arts & media sponsorship (B) MKT 338.43700
Title now taken as electronic copy only.

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

EBSCOhost



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



You will also find articles covering recent developments, and predicting future trends in your industry.

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).

CraftBusiness

Craft Business:

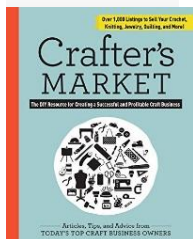
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Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.

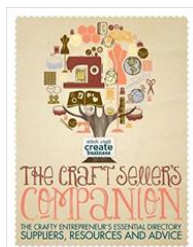


Craft business directory: the essential resource for the craft and hobby industry
[(B) DIR 338.47745502541]



Crafter's market: how to sell your crafts and make a living [(B) DIR 381.4574550973 BUS]

A comprehensive guide introducing a new world of possibilities for marketing your craft.



The Craft seller's companion: the crafty entrepreneur's essential directory: suppliers, resources and advice (compiled by Rebecca Bennett and Abbie Sawyer)
[(B) DIR 745.5068 BUS]

Item on open access: Business & IP Centre Reading Room.



The Societies of photographers members handbook

[(B) DIR.770.5 Bus]

Item on open access: Business & IP Centre Reading Room.



Windrow & Greene's needlecrafts and home crafts directory

[(B) DIR 646.1902541] order using Explore the British Library

This is a reference book for all those involved in crafts and hobbies, with subjects such as dressmaking, jewellery, leatherwork, painting and drawing, book binding, sculpture, glass engraving, furniture restoration and children's crafts covered.

The directory lists nearly 3,000 names and addresses of equipment suppliers, manufacturers, retail outlets, services, courses and museums.



World glass directory: suppliers and glassworks complete profiles.

[(B) DIR 338.4766619029] Business 2011

Internet Sources

Websites containing free sources of industry statistics, information and contacts

a-n The Artists Information Company Tel: 0300 330 0706

Website: <https://www.a-n.co.uk/news/>

Assay Office Birmingham Tel: (0121) 236 6951

<https://theassayoffice.co.uk>

Association for Creative Industries (AFCI)

Website: www.craftandhobby.org

Association for Contemporary Jewellery (ACJ)

Website: www.acj.org.uk

Arts Council England Tel: (0161) 934 4317

Website: www.artscouncil.org.uk

Arts Council of Northern Ireland Tel: (028) 9262 3555

Website: www.artscouncil-ni.org

Arts Council of Wales Tel: (029) 2044 1300

Website: www.arts.wales

Association For Creative Industries (AFCI)

Website: www.craftandhobby.org

British Hallmarking Council (BHC)

Website: www.gov.uk/government/organisations/british-hallmarking-council

British Independent Retailers Association (bira) Tel: 0800 028 0245

Website: www.bira.co.uk

British Institute of Professional Photography (BIPP) Tel: (01296) 642020

Website: www.bipp.com

Cosmetic, Toiletry & Perfumery Association (CTPA) Tel: (020) 7491 8891
Website: www.ctpa.org.uk

Craft Bakers Association (CBA) Tel: (01920) 468061
Website: www.craftbakersassociation.co.uk

Crafts Council Tel: (020) 7806 2500
Website: www.craftscouncil.org.uk

Craft Potters Association (CPA) Tel: (020) 3137 0750
Website: www.craftpotters.com

Creative Scotland Tel: 0345 603 6000
Website: www.creativescotland.com

Design and Artists Copyright Society (DACS) Tel: (020) 7336 8811
Website: www.dacs.org.uk

Edinburgh Assay Office Tel: (0131) 556 1144
Website: www.edinburghassayoffice.co.uk

Fine Art Trade Guild Tel: (020) 7381 6616
Website: www.fineart.co.uk

Food Standards Agency (FSA) Tel: (020) 7276 8829 (England), Tel: (029) 2067 8999 (Wales), Tel: (028) 9041 7700 (Northern Ireland)
Website: www.food.gov.uk

Food Standards Scotland Tel: (01224) 285100
Website: www.foodstandards.gov.scot

Greeting Card Association Tel: (020) 7619 0396
Website: www.greetingcardassociation.org.uk

Guild of Craft Soap & Toiletry Makers (GCSTM)
Website: www.gcstm.co.uk

ICHF Events Tel: 01425 277988
Website: <https://www.ichfevents.co.uk>

Institute of Medical Illustrators (IMI) Tel: (01423) 569475 (Honorary Secretary)
Website: www.imi.org.uk

National Association of Screen Make-Up Artists and Hairdressers (NASMAH)
Tel: (01932) 660935
Website: www.nasmah.co.uk

The Artists Information Company (a.n)
Website: www.a-n.co.uk/news

The Association of Art and Antique Dealers (LAPADA) Tel: (020) 07823 3511
Website: www.lapada.org

The Association of Master Upholsterers and Soft Furnishers (AMUSF) Tel: (01494) 429340
Website: www.upholsterers.co.uk

The Association of Photographers (AOP) Tel: (020) 7739 6669
Website: www.the-aop.org

The British Antique Dealers' Association (BADA) Tel: (020) 7589 4128
Website: www.bada.org

The British Antique Furniture Restorers' Association (BAFRA) Tel: (01939) 210826
Website: www.bafra.org.uk

The British Sugarcraft Guild (BSG) Tel: (0161) 222 9699
Website: www.bsguk.org

The Contemporary Glass Society Tel: (01379) 741120
Website: www.cgs.org.uk

The Furniture Makers' Company Tel: (020) 7256 5558
Website: www.furnituremakers.org.uk

The Guild of Jewellery Designers (GoJD) Tel: (0121) 507 0994
Website: www.guildofjewellerydesigners.co.uk

The Guild of Photographers Tel: (01782) 970323
Website: <https://photoguild.co.uk>

The Guild of Master Craftsmen Tel: (01273) 478449
Website: www.guildmc.com

The National Association of Jewellers (NAJ) Tel: (0121) 237 1110 (Birmingham) /
(020) 7613 4445 (London)
Website: www.naj.co.uk

The Royal Photographic Society (RPS) Tel: (01225) 325733 (Reception)
Website: <http://rps.org>

Society of Designer Craftsmen Tel: 07531 798983
Website: www.societyofdesignercraftsmen.org.uk

UK Fashion & Textile Association Tel: (020) 7843 9460
Website: www.ukft.org

UK Handmade Magazine – Online
Website: <http://ukhandmade.co.uk/magazine>

 **YouTube** Arts and Crafts

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” (<http://explore.bl.uk>) for more details.



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