



GALLOWAY GLENS

Landscape Partnership

Galloway Glens and Business Gateway Dumfries & Galloway 'Business Academy' Resource Pack:

New Routes to Market for Small and Micro Creative Businesses.

Based on presentations given in
Kirkcudbright on
the 28th February 2019.

The poster is for the '2019 Business Academy Creative Businesses' event. It features logos for Galloway Glens, Lottery Funded, Dumfries & Galloway, and Business Gateway. The text 'EVENT 2' is in a green triangle in the top right. The main title is '2019 Business Academy Creative Businesses' with the subtitle 'New ideas for getting your work to market'. The date and time are 'Thurs 28th Feb, 5:30 – 7pm, Kirkcudbright Galleries'. Booking information is provided: 'Book through Helen Keron: helen.keron@dumgal.gov.uk 07827 306 866'. A 'FREE EVENT' badge is in the bottom right corner.

2019 Business Academy
Creative Businesses
New ideas for getting your work to market

Thurs 28th Feb, 5:30 – 7pm, Kirkcudbright Galleries

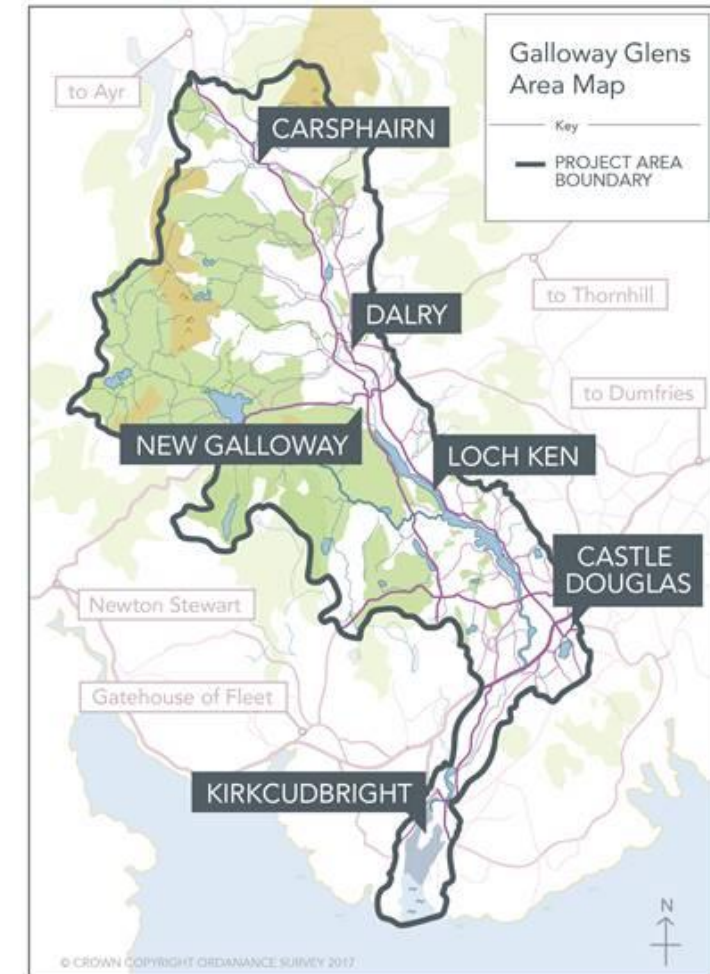
Book through Helen Keron:
helen.keron@dumgal.gov.uk
07827 306 866

FREE EVENT



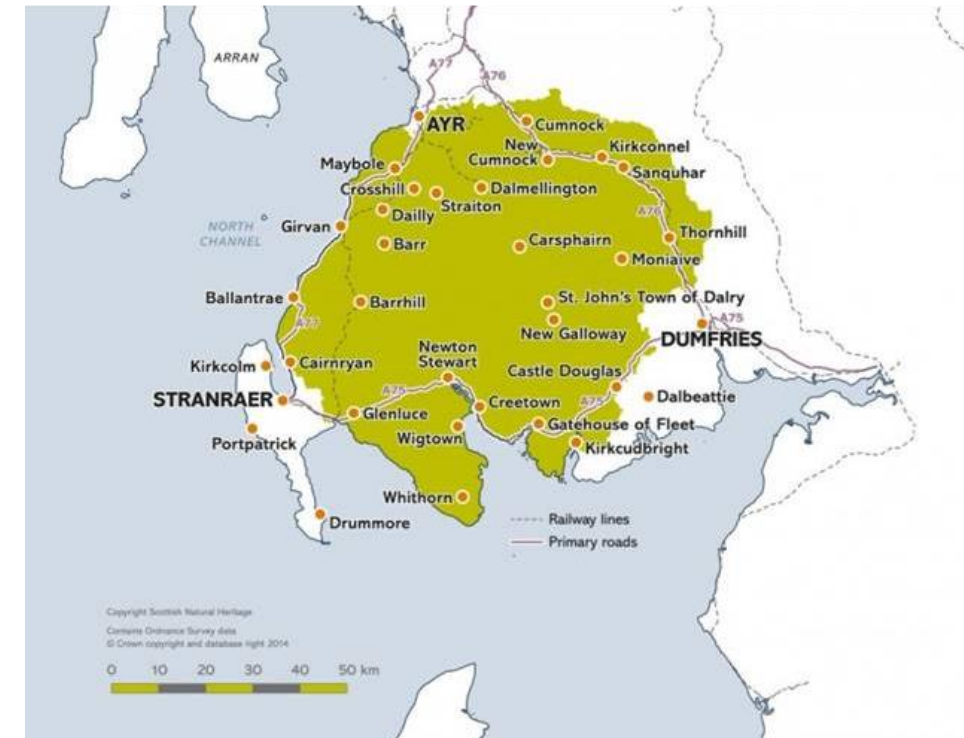
The Galloway Glens Landscape Partnership Scheme

- 35 projects across the Galloway Glens area over the next 4 years.
- The GGLP area covers the Glenkens, Castle Douglas and Kirkcudbright.
- 'From Source to Sea' – follows the route of the Ken and Dee rivers.
- Funded by the Heritage Lottery and other partners, including Dumfries & Galloway Council.
- All GGLP projects are aimed at connecting people with their heritage and supporting sustainable rural communities.



Galloway and South Ayrshire Biosphere

- This area is so special, UNESCO designated it as a Biosphere in 2012. (1 of only 2 Biospheres in Scotland.)
- You can use this in your marketing, depending on your product.
 - UNESCO Biosphere
 - Dark Sky Park
 - Galloway Forest Park
 - Loch Ken
 - Solway Estuary
- All of these will attract different niches of customers and can provide you with inspiration.



Presentation 1:

Selling through an Artist's Co-operative

Morag MacPherson, PA Pop-Up





About PA Pop-Up

- PA Pop Up is an artists and maker's co-operative established in 2015.
- From its origins as a pop-up shop in Kirkcudbright, PA Pop up now has its own permanent premises in Kirkcudbright and Castle Douglas, as well as space at the Mill on the Fleet, Gatehouse.
- It is both a Co-operative and a Company Limited by Guarantee.
- It currently has 45 members, both male and female, aged from 20 – 80 years old.
- It is for professional artists from across Dumfries and Galloway.
- Work is sold commission-free, in return for a monthly fee of between £25 - £35 and a co-operative time and effort contribution to the running of the shops.
- The ethos is very much that of a co-operative.



Co-operative responsibilities

- Work must be provided priced for sale and attractively presented.
- Every member should commit to a voluntary role
 - Shop representative
 - Maintenance
 - Key holder
 - Utilities
 - Advertising
 - Rotas, etc
- Everyone mans the shop in rotation – a big selling point is that customers can meet the artist. 1 or 2 days / month on average.
- 2 meetings / year / shop
- 1 whole group meeting / year



Benefits of being part of an Artists and Makers Co-Operative

- The individual skill sets of members are used to best advantage in the voluntary roles.
- Known monthly cash outgoing – allows for budgeting.
- Physical presence on the High Street for a fraction of the cost of your own shop.
- Opportunities for project collaboration with other artists.
- Opportunities to meet customers (and hence generate commissions!)
- Zero commission



How to join PA Pop-Up

- Join the waiting list for any (or all) of the three shops.
- The New Joiners committee will decide on who is accepted, when, and for how long.
- Make sure you have an appealing web presence with lots of photos so that the New Joiners committee have plenty to base their decision on.
- Be patient – the waiting lists are growing!



Top Tips

- Be realistic about your expectations for selling in the first instance.
- Commit to at least 3 months to let the sales bed in.
- Prints / illustrations of representational images tend to sell well.
- Products (all media) at the £10-£20 price range sell well.
- Greeting cards sell well.
- You will wait longer to sell bigger items – try and make sure your range covers all price points.



What's Next for PA Pop Up?

They would like to:

- Grow the community engagement aspect of all of their shops.
- Create genuine pop-ups in towns and cities.
- Attend local fairs
- Encourage other people to do the same thing.

So if you'd like to be involved, get in touch! Pop into any shop to talk to an artist, or contact Morag directly on info@moragmacpherson.com.

Presentation 2:

Selling your crafts online

Helen Keron, Galloway Glens

With thanks to everyone who supported my research!



Considering Selling Online?

Do your research!

- Etsy – specifically for hand-made and vintage goods.
- Folksy – British hand-made crafts and gifts.
- Depop – a social-media inspired, personal brand re-selling site.
- Not On The High Street – high end, personalised items.
- eBay – the original!
- Amazon Handmade – new platform



Things to check:

- Is their target audience your target audience?
- Fee structure!
- Mobile apps / ease of management
- How much support do they offer for getting you set-up?
- How easy is it for you to find items like yours on the site (too many, too few?)
- Do they have seller support teams (Etsy, Folksy) – **very useful resources to sign up to and talk business to business.**



Jewellery &
AccessoriesClothing &
ShoesHome &
LivingWedding &
PartyToys &
EntertainmentArt &
CollectiblesCraft Supplies &
Tools

Vintage

[Home](#) > [Jewellery](#) > [Bracelets](#) (1,452,335 items)

Bracelets

Sort by: Relevancy ▾

Special offers

☐ On sale

◀ All categories

◀ Jewellery

Bracelets

Beaded Bracelets

Charm Bracelets

[+ Show more](#)

Shipping

☐ Free shipping☐ Ready to ship in 1 business day☐ Ready to ship within 3 business

[JEWELLERY ▶](#)[CLOTHING & ACCESSORIES ▶](#)[HOMEWARE ▶](#)[ART ▶](#)[CARDS & STATIONERY ▶](#)[WEDDINGS ▶](#)[SUPPLIES ▶](#)

Homeware



Your home is an expression of your unique style and personality. Add the finishing touch to your room or garden with handmade decor, kitchenware, lampshades, cushions and handmade furniture from talented UK artists and designers.

handmade art



£9.99



£1.50



£2.50



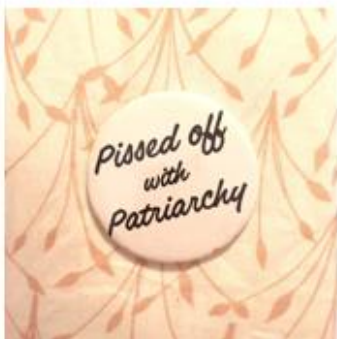
£3



£3



£3



£3



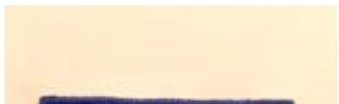
£5



£5



£3





The home of thoughtful gifts

[sign in](#) / [register](#)



all departments ▾

FIND

[MOTHER'S DAY](#)

[GIFTS](#)

[BIRTHDAY](#)

[WEDDINGS](#)

[HOME](#)

[PRINTS](#)

[JEWELLERY](#)

[BABY & CHILD](#)

[INSPIRATION](#)

[CARDS](#)

[SEE MORE](#)

JEWELLERY GIFTS

For the treasure lovers, the 'what'll turn heads?' seekers and the most stylish people you know (you included).



TRENDING





Shop by category ▼

handmade art wall

All Categories ▼

Search

Advanced

Refine your search for **handmade art wall**

☐ Include description

Categories

All

Home, Furniture & DIY

Wall Hangings

Wall Decals & Stickers

Decorative Plaques & Signs

More ▼

Art

Art Paintings

More ▼

Show more ▼

Condition

see all

☐ New (44,239)

☐ Used (967)

☐ Not specified (11,798)

Price

£ to £ >>

Format

see all

All listings

Auction

Buy it now

Sort: Best Match ▼

View: ▼

57,004 results for **handmade art wall**

Save this search

Postage to DG11AA



Disney Castle Handmade Diamonte Wall Art With Feature Mickey Mouse Outline

Brand new

£25.00

Click & Collect

Buy It Now
or Best Offer

+ £2.95 postage



Handmade bohemian macrame wall hanging cotton cord yarn home decor art vintage

Brand new

£3.99

Buy It Now

+ £1.00 postage



handmade

Gifts

Jewellery

Home & Kitchen

Clothing, Shoes & Accessories

Stationery & Party Supplies

[Sell on Handmade](#)

Show results for

< Handmade Products

< Home & Kitchen

Artwork

Drawings

Mixed Media

Paintings

Photographs

Posters

Prints

Wall Stickers

Refine by

Delivery Option (What's this?)

☐ prime

☐ Free UK Delivery by Amazon

Colour

Artwork

Shop by Category



Paintings



Photographs



Posters



Prints

Shop	Listing fee	Transaction fee	Payment processing fee	Comments
Etsy	15p	5%	4% + 20p	£7.50/month 'Plus' feature available
Folksy	15p	6%	3.4% + 20p (Paypal fees)	£5 / month 'Plus' feature available
Depop	Free	10%	3.4% + 20p (Paypal fees)	
Not On The High Street	£199 joining fee	25%	3.4% + 20p (Paypal fees)	Application process
eBay	20/month free, then 35p	10%	3.4% + 20p (PayPal fees)	Many (paid) options to promote posts
Amazon Handmade	Free in 2019 £25/month from 2020	12% in 2019 15% from 2020	Included	



Use your own website?

Yes – you can get plug-in eCommerce widgets that will allow people to buy directly through your website.

But – you will have to pay for advertising to drive people to your website.

So consider using one of the main channels initially and then moving to your own when you have built up a base of repeat customers.

Using Social Media

Use Facebook, Twitter and Instagram to drive people to your online shop. Again – do your research – they are all better for different things.

- Facebook is great for advertising local events (pop-up shops) to local people.
- A business Instagram account will drive sales, as you can click through directly to your shop.
- Twitter is good for business to business and support.

Hashtags – find some good ones for similar products and use them. Don't over-use them!

Using Social Media cont...

- Your Instagram and Facebook feeds should be a combination of posts that boost your business brand and direct links to your shop / products.
- Try and build a relationship, don't just sell all the time.





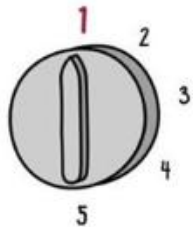
innocent

23 February at 14:21 · 🌐

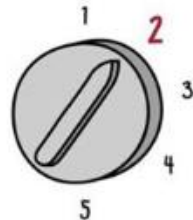
Apparently National Toast Day is a thing. Here's what your toaster setting says about you.



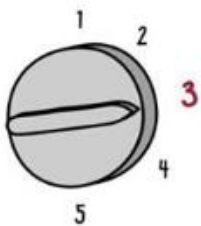
WHAT YOUR TOASTER SETTING SAYS ABOUT YOU



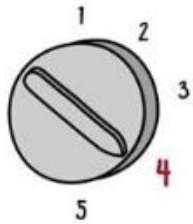
YOU DON'T UNDERSTAND
WHAT TOAST IS



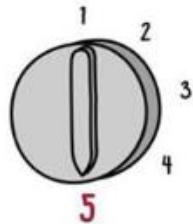
YOU LIKE THE TASTE
OF WARM BREAD



YOU'RE A SAFE
PAIR OF HANDS



YOU'RE A MAVERICK



YOU DON'T UNDERSTAND
WHAT TOAST IS



GALLOWAY GLENS

Landscape Partnership

Admin

- Get a PayPal account so that you can receive payments securely.
- Consider iZettle or equivalent if selling face to face.
- Always generate an invoice through PayPal or iZettle, for your records.
- Check the Ts&Cs that the platform is putting on for you – use their core ones and then tailor to your preferences
 - Returns
 - Shipping – consider using ‘signed for’ or ‘tracked’ services.
 - Payment
- Don’t try and make money on shipping, but do account for the cost of packaging and the platform commission.



Selling successfully.

- It is critical to inspire confidence in your buyers.
- Put as much information in About You as possible
 - Sell your story
 - Give local information for credibility
 - Use Keywords
 - Check your spelling and grammar!
- Get some good photos that really reflect your brand.



Etsy

Search for items or shops

Search

Sell on Etsy

Discover

Notifications 1

You 1

Basket

Jewellery & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies & Tools

Vintage



SkopadiddleVintage

Lovely vintage items for you, your sewing room and home

📍 Castle Douglas, Scotland | 318 Sales | On Etsy since 2017

★★★★★ (109)

SHOP OWNER



Sue



Sue

0 Following 2 Followers

📍 Castle Douglas, Scotland, United Kingdom

+ Follow

About

I live in the beautiful countryside of Dumfries and Galloway in Scotland with my wonderful partner, Simon.

I spend a lot of time in the garden and down on my allotment, growing plenty of our own vegetables and fruit.

Having quite recently rekindled my childhood love of sewing and knitting, I now make all my own clothes, as well as some for my partner and lots of soft furnishings and accessories for the house.

This started my quest for collecting nostalgic vintage sewing items that I remembered from my youth in the 1960's and 1970's.

Things were just so much more interesting and made to last, I find them fascinating and hope you will too!

My love of all things vintage, retro and a bit kitsch for the home, has now grown into quite a collection!

Skopadiddle Vintage will feature some items from my own collection for sale together with other carefully selected vintage items.

Photography

- Critical!
- Light backgrounds often work best, unless you have a dramatic item.
- Try light boxes for jewellery.
- Try and use actual models not mannikins for clothes.
- Consider the lighting.
- Take shots from multiple angles.
- Use phone apps to improve shots.
- Ask a friend for honest feedback before you post.
- Research similar items on the platforms.

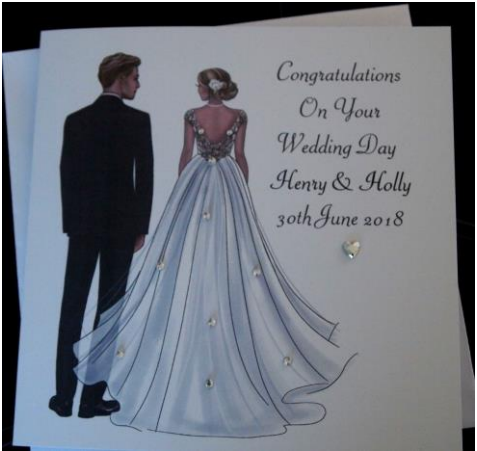


GALLOWAY GLENS
Landscape Partnership

Good



Good



Less
Good

Customer Service

- Also critical!
- Remember you're trying to build a relationship to ensure repeat purchases.
- If you have to take a hit to avoid a bad review, that may be the best option. Put it down to experience, learn from it and move on.
- Keep conversations within the platform so that you are protected in the event of a dispute.
- Respond promptly, even if only with an automated message.

Lastly

- Don't underestimate the time commitment it will require to be successful.
- Or – adjust your expectations to your available time!
- Give it a year – don't get disheartened!
- Good luck!!



Presentation 3:

Pricing and Business Tips

John King, Business Gateway



Business Gateway

- Free impartial advice
- 1:1 Advice on starting and growing your business
- Workshops
- Social Media
- www.bgateway.com
- www.facebook.com/businessgatewaydumfries

Business Gateway

Pricing

- Cost plus
- Competitive pricing
- Positioning – economy vs premium
- Discounts
- Bundling
- Promotions
- Ability to pay

Business Gateway



Business Gateway



Business Gateway

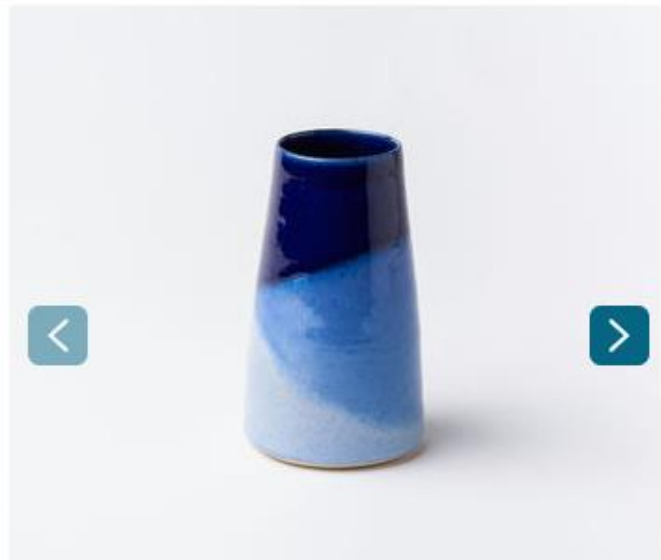
How much should you charge?

- Materials £1
- Overhead £1
- Marketing/distribution £7
- Creation 45 minutes

How much does the bud vase sell for?



Business Gateway



Handmade Blue Ceramic Bud Vase

by [MELISA DORA CERAMICS](#)

£26

- £3.75 Mainland UK Delivery - get it by **Monday 4 March**
- £6.95 Tracked Express Delivery - get it by **Monday 4 March**
- International delivery available

♡ FAVOURITE

ASK SELLER



Business Gateway

What don't you get paid for?

- Sales meetings
- Social media and queries
- Post and packing and stock ordering
- Meetings and training
- Bookkeeping

You may only spend 50% of your time creating.

£20 / hour is a reasonable starting point for costing your work.



Business Gateway

**THE BIG
QUESTION**



Will my customers buy it?

Business Gateway

How do you sell to retailers?

1. Find your prospects
2. Get an appointment
3. Find out what the customer needs
4. Explain your product
5. Close the sale
6. Keep your promises even when its costly

Business Gateway

Process

- How easy are you to deal with?
- What happens when you are not available?
- Customer queries
- Feedback
- Returns

Work hard to make it easy for your customers

Business Gateway

Top 10 tips for getting started

1. Get a separate business bank account
2. Use accounting software if you need to analyse
3. Keep originals/copies of ALL receipts
4. Keep originals/copies of ALL invoices
5. Record ALL business miles
6. Get a system, get organised
7. Keep 15% in sweeping account for HMRC Tax & NI
8. Do your bookkeeping regularly and often
9. Consider hiring a Bookkeeper or Accountant
10. Keep in contact with your Business Gateway Advisor – book a free appointment with John, John.king@dumgal.gov.uk

- For more details, see www.gallowayglens.org
- Or contact Helen Keron, Education and Community Engagement Officer, Galloway Glens.
 - Helen.keron@dumgal.gov.uk

All information correct at February 2019.